

BC

DOCTORS OF OPTOMETRY

British Columbia Association of Optometrists

Healthy Eyes.  
Doctor Delivered.™

# Annual Conference & OPTOFAIR

Optometric Staff Program

February 25<sup>th</sup> – 26<sup>th</sup>, 2017  
Hyatt Regency Vancouver  
Vancouver, British Columbia

---

Diamond Corporate Partners

**Alcon**®

a Novartis company

*Johnson & Johnson*

VISION CARE COMPANIES

# 2017 Annual Conference & OPTOFAIR

## President's Invitation



It is with great pleasure that I invite Doctors of Optometry and optometric staff to our 2017 Annual Conference & OPTOFAIR. This conference is a terrific opportunity to attend relevant CE with renowned speakers, discuss areas of interest or concern, hear from the Association Board of Directors at the Annual General Meeting, as well as catch up with colleagues and industry partners.

The theme at this year's OPTOFAIR is "Invigorate Your Senses". Our exhibitors are excited to show you their products and services, so we thank them and our corporate sponsors for making this event possible. I also look forward to mingling with you at the *Ice & Dice Cocktail Reception*, a social event that connects doctors, optometric staff and industry partners, on Saturday evening.

See you in February 2017!

Sincerely,  
Dr. Gurpreet Leekha, President

## Conference Chairs' Message



We are excited to present an extraordinary line-up of speakers who will expand your field of vision and keep us updated on the best treatment and care for our patients.



Our line up of speakers includes Drs. Blair Lonsberry and Melissa Barnett discussing a variety of topics. For the first time, we will be offering a hands on Scleral Lens Fitting workshop, led by Dr. Melissa Barnett and Randy Kojima. As well, from the leaders in customer care, we have the Ritz-Carlton Leadership Centre speaking on improving employee engagement and developing an extraordinary customer service environment.

We wish to thank the CE committee for their hard work in putting this exciting program together. We hope to see you all there!

- Drs. Monisha Lal & Mahnia Madan

## Thank you to our 2017 Corporate Partners for their support

### Diamond



### Gold



### Silver



## Why Should You Attend?

The Annual Conference & OPTOFAIR is a great opportunity to learn and to connect with colleagues. The conference provides 30.5 Hours of available Continuing Educations sessions for optometric staff, where you can obtain up to a total of 15.5 CE credits.

The annual Awards Luncheon on Sunday, February 26 will celebrate the achievements of member Optometrists as well as optometric staff.

Your CE attendance hours are electronically scanned and tracked as you go into and out of each CE course and a CE credit report will be forwarded to you after the conference.

# 2017 Annual Conference & OPTOFAIR

## Schedule of Events

### Friday, February 24, 2017

6:00 pm – 8:00 pm Registration

### Saturday, February 25, 2017

7:00 am – 12:00 pm Registration

7:30 am – 8:25 am Hosted CE Breakfasts

8:40 am – 12:55 pm CE Sessions

1:00 pm – 5:00 pm OPTOFAIR

6:00 pm – 8:00pm Ice & Dice Cocktail Reception

### Sunday, February 26, 2017

6:30 am – 4:00 pm Registration

7:00 am – 7:55 am Hosted CE Breakfasts

8:05 am – 12:10 pm CE Sessions

12:15 pm – 1:40 pm Awards Luncheon

1:45 pm – 3:30 pm CE Sessions

3:35 pm – 5:35 pm CPR Recertification Course

## Early Bird Prize Draw

All optometric staff enrolled in the 2017 Optometric Staff Program who register online and pay for the full conference by midnight on February 7, 2017, will be entered to win: a **Fitbit Charge 2 Fitness Tracker!**

Winner will be drawn during OPTOFAIR, Saturday, February 25, 2017. You must be in attendance to win. Register online at [bc.doctorsofoptometry.ca](http://bc.doctorsofoptometry.ca)

## Accommodation

The Hyatt Regency Vancouver has extended a special rate of \$189 per night for a standard double room. There are also additional room options ranging in price up to \$239. These rates do not include taxes. This rate is available until February 8, 2017. When you register online you may make bookings through the site, or you may make reservations directly through Hyatt.

### Hyatt Regency Vancouver

655 Burrard Street  
Vancouver, British Columbia, V6C 2R7

**Phone:** 1-888-421-1442 - *Quote 'BCDO'*

**Website:** [BCDO 2017 Conference Hyatt Reservations](http://BCDO 2017 Conference Hyatt Reservations)

**Parking:** Self - \$35.57/Night, Valet - \$45.74/Night

**More Hotel Info:** [vancouver.regency.hyatt.com](http://vancouver.regency.hyatt.com)

## OPTOFAIR 2017

### Invigorate Your Senses!



Join your colleagues and industry suppliers during OPTOFAIR, where you'll have the opportunity to receive product information and services, while having a great time! Invigorate your senses and sure to join us at 3:30 pm to sip Prosecco and dip treats in chocolate fondue!

## Ice & Dice Cocktail Reception



Enjoy yourself during our cocktail reception from 6:00 – 8:00 pm on Saturday night. Enjoy the Hyatt Regency's 34<sup>th</sup> floor Perspectives Lounge while you mingle with colleagues, take in the view, and play funny money Roulette, Craps and Black Jack!

**Corporate Sponsor:**



# FEELS LIKE NOTHING.



PERFORMANCE DRIVEN BY SCIENCE™

Alcon, the global leader in eye care, provides innovative products that enhance quality of life by helping people worldwide see better.



**Alcon** A Novartis  
Division

# 2017 Annual Conference & OPTOFAIR

## Optometric Staff Program | Course Descriptions

### Saturday, February 25, 2017

<p>7:30 am 8:25 am</p>	<p><b>B2 OD/OA – 1CE</b> COBC: 83.246 <b>Growing Your Practice with Comfort</b> <i>Dr. Mira Acs</i> This program will educate attendees on the science behind the new technology of lens wetting agents. They will gain a better understanding of the surface technology and how “Smart Shield™” improves lens deposit resistance, recognize the patient barriers to lens care routines and improve lens wearing experience. They will also look at strategies to improve the lens patient’s comfort and compliance. <i>Supported by Alcon</i></p>	<p><b>B3 OD/OA – 1CE</b> COBC: 83.247 <b>Blue Light Exposed</b> <i>Don Ross</i> Blue light has a very short wavelength, and so produces a higher amount of energy. Studies suggest that, over time, exposure to the blue end of the light spectrum could cause serious long-term damage to your eyes. Sources of blue light include the sun, digital screens, fluorescent and LED lighting. This lecture will discuss blue light and what we can do to protect our eye from this high energy light radiation. <i>Supported by Essilor Group Canada</i></p>	
<p>8:40 am 9:35 am</p>	<p><b>W1 OD/OA - 2CE</b> COBC: 83.266 <b>Basics of Scleral Lens Fitting – It’s As Easy As 1-2-3</b> <i>Dr. Melissa Barnett &amp; Randy Kojima</i> This two-hour presentation is an interactive, workshop where basic principles of large diameter, rigid, scleral lenses are discussed. A didactic portion is followed by hands-on practice with insertion, removal, and fitting of scleral lenses. Instructors who are members of the Scleral Lens Education Society will provide hands on fitting experience using scleral lenses from several different lens companies.</p>	<p><b>OA1 - 1CE</b> COBC: 83.250 <b>Grand Rounds in Pediatrics</b> <i>Dr. Alison Leung</i> This course is meant to help optometric assistants better understand and triage common and significant pediatric cases that their doctors face. Six cases will be presented that will include: malingering case and how to solve it before your doctor comes, pharmaceutical case involving allergies, the crying child who still looks happy, nystagmus case, vision and learning case, sports injury case. This course will be presented in a grand rounds template with interactive participation from the audience.</p>	<p><b>OA2 - 1CE</b> COBC: 83.251 <b>Practice Success with Position of Wear</b> <i>Maria Petruccelli</i> Today’s ophthalmic lenses offer design and manufacturing that can be produced with precision and pinpoint accuracy. The ability to maximize this technology exists with added patient measurements termed position of wear. Using the most current technology in your practice sets you apart from the competition and demonstrates to your patients that you are providing high quality care and service.  <i>Supported by Hoya Vision Care</i></p>
<p>9:45 am 10:40 am</p>	<p><i>This session is also offered at 10:55 am due to limited capacity</i> <i>Maximum Attendees: 30</i></p>	<p><b>OA3 - 1CE</b> COBC: 83.252 <b>Patient Handoff</b> <i>Alessandro Baronti</i> Gain insight into the journey from Patient to Consumer. Gain a 360° perspective of the handoff process from the moment of patient check-in to the final stage of product dispensing to the consumer. The understanding of this process will provide insight on elevating the medical/retail experience resulting in increased patient/consumer experience. <i>Supported by Luxottica</i></p>	<p><b>OA4 - 1CE</b> COBC: 83.253 <b>Can One Pair of Glasses Answer All the Visual Needs?</b> <i>Julie Legendre</i> This course will take the attendees through the various steps of how to explain and advise their patient on the benefit of having more than one pair of glasses. There are many needs and wants when it comes to purchasing glasses and one pair may not be enough. Learn how to create the opportunity for discussion, determine those needs, and how to sell a second or third pair of glasses. <i>Supported by Nikon Optical</i></p>

## 2017 Annual Conference & OPTOFAIR

<p>10:55 am 11:50 am</p>	<p><b>W2 OD/OA - 2CE</b> COBC: 83.266 <b>Basics of Scleral Lens Fitting – It’s As Easy As 1-2-3</b> <i>Dr. Melissa Barnett &amp; Randy Kojima</i>  This two-hour presentation is an interactive, workshop where basic principles of large diameter, rigid, scleral lenses are discussed. A didactic portion is followed by hands-on practice with insertion, removal, and fitting of scleral lenses. Instructors who are members of the Scleral Lens Education Society will provide hands on fitting experience using scleral lenses from several different lens companies.</p>	<p><b>OA5 - 1CE</b> COBC: 83.254 <b>Understanding Your Patient’s Needs First</b> <i>Boyd Godfrey</i>  This course will provide simple questioning techniques and product solutions that you can use to target your unique patient requirements and ensure success. Presented in a simple and fun format designed to provide tools and solutions that can be brought to work immediately to deliver an elevated experience for your patients.  <i>Supported by Zeiss Canada</i></p>	<p><b>OA6 - 1CE</b> COBC: 83.255 <b>Emergency Triage</b> <i>Dr. Brad McDougall</i>  Properly triaging complaints, whether on the telephone or in person, can make a critical difference between a good and bad outcome, and can even play a role in disciplinary or legal action. This course will include a review of ocular triage, specific red flag findings and will help develop phrases and language to use while triaging with patients.</p>
<p>12:00 pm 12:55 pm</p>	<p><i>This session is also offered at 8:40 am due to limited capacity</i>  <i>Maximum Attendees: 30</i></p>	<p><b>OA7 - 1CE</b> COBC: 83.256 <b>#InstaFashion: Frame Trends in 2017</b> <i>Michelle McLeod</i>  It’s back to the future with frame trends this year. Find out how to do vintage the right way, get sneak peeks at the newest frame designs and learn how optical dispensing is being revolutionized. Discover key materials you need to know how to adjust and have fun with fashion!  <i>Supported by Optometric Services Inc.</i></p>	<p><b>OA8 - 1CE</b> COBC: 83.257 <b>Ophthalmic Drugs 101</b> <i>Dr. Mahnia Madan</i>  Use of ophthalmic medications to treat eye diseases is now a routine part of optometric care. In this lecture, you will become familiar with the most commonly prescribed topical medications for the eye. Clinical indications, adverse effects, and contraindications will also be emphasized.</p>
<p>1:00 pm 5:00 pm</p>	<p><b>OPTOFAIR</b> Regency Ballroom 3<sup>rd</sup> Floor</p>		
<p>6:00 pm 8:00 pm</p>	<p><b>Ice &amp; Dice Cocktail Reception</b> 34<sup>th</sup> Floor Perspectives Lounge</p>		

# 2017 Annual Conference & OPTOFAIR

Sunday, February 26, 2017		
7:00 am 7:55 am	<p><b>B5 OD/OA - 1CE</b> COBC: 83.248 College ID: 20170226-OH-01-06 <b>Exploring OSD Case Studies In Comprehensive, Pediatric &amp; Surgical Settings</b></p> <p><i>Dr. Victor Pegado</i></p> <p>This program combines the use of patient case files with the most up-to-date approaches to treating the ocular surface in both a clinic and surgical setting. Considerations for both pediatric and general uses will be explored. Insight into the necessity of a healthy corneal surface prior to surgery and ongoing follow up for optimal results will be discussed.</p> <p><i>Supported by Allergan</i></p>	<p><b>B6 OD/OA - 1CE</b> COBC: 83.249</p> <p><b>Minimizing Pharmacy Call-backs with New Rx Product Launches: Observations and Best Practices to Help Ensure Your Patients Receive their Scripted Medications</b></p> <p><i>Dr. Kevin Parkinson (Ophthalmologist, Coquitlam) and Alex Dar Santos (Pharmacist, Richmond)</i></p> <p>Two local British Columbia healthcare professionals, Alex Dar Santos, a practicing Pharmacist from Richmond, and Dr. Kevin Parkinson, an Ophthalmologist from Coquitlam, will present their observations and share best practices to help ensure that eyecare patients are receiving newly launched medications that are scripted to them. Some of the top reasons for call-backs will be discussed as well as dispensing fees, product substitutions as well as formulary coverage.</p> <p><i>Supported by Bausch &amp; Lomb</i></p>
8:05 am 9:00 am	<p><b>OD9/OA9 - 2CE</b> COBC: 83.258 <b>The Ritz-Carlton Leadership Center Presents Excellence in the Patient Experience</b></p> <p><i>Jennifer Blackmon</i></p> <p>By exploring the award-winning business practices of The Ritz-Carlton, you'll discover how a service excellence culture results in a patient-centric environment, through engaged employees. You'll be guided through The Ritz-Carlton Gold Standards, the foundation of our iconic, global brand. You'll also visit our key processes such as on-boarding, employee empowerment, and patient empowerment that lead to service excellence and sustainable success.</p>	<p><b>OA10 - 1CE</b> COBC: 83.259 <b>Reducing Remakes</b></p> <p><i>Nathan Whims</i></p> <p>There are many costs to a remake that happens in our offices; time, money, and most importantly patient satisfaction and confidence. We will look at the most common remakes and discover ways to decrease them. It takes time, commitment and teamwork to make remakes shrink in our practices. Let us give you the tools to help create not only satisfied patients but LOYAL ones by making things right the first time.</p> <p><i>Supported by Eye Recommend</i></p>
9:05 am 10:00 am		<p><b>OA11 - 1CE</b> COBC: 83.260 <b>New Game, New Rules</b></p> <p><i>Nathan Whims</i></p> <p>The rules of today's consumer environment have changed. How people shop and buy have changed. Our industry has changed. If we keep doing what we have always done, we will limit our growth and momentum. We have 3 seconds to grab the attention of our patients. Let's create a new game plan that allows us to stand out in two key areas of sales and technology.</p> <p><i>Supported by Eye Recommend</i></p>



Your patients want a full month's use from their lenses,  
**prescribe NEW ACUVUE® VITA™**  
for reliable, superior comfort—all month long

**INTRODUCING HydraMax™ Technology.** A non-coated silicone hydrogel formulation balanced to help MAXIMIZE and MAINTAIN hydration.

**HYDRATION is**



**MAXIMIZED**  
with the maximum amount of hydrating agent integrated throughout this lens.



**MAINTAINED**  
with optimal density and distribution of beneficial lipids throughout this lens.



Patient ratings for ACUVUE® VITA™ were superior at weeks 1, 2, 3, and 4 for "Overall Comfort."\*

Learn more at [acuvueprofessional.ca](http://acuvueprofessional.ca)

\* Compared to Air Optix® Aqua, Biofinity®, and Ultra™.  
ACUVUE® VITA™ Brand Contact Lenses are indicated for vision correction as a daily wear lens with one-month recommended replacement. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care division of Johnson & Johnson Inc., by calling 1-800-267-5098 or by visiting [acuvueprofessional.ca](http://acuvueprofessional.ca).  
The third-party trademarks used herein are the trademarks of their respective owners.  
ACUVUE®, ACUVUE® VITA™ and HydraMax™ are trademarks of Johnson & Johnson Inc. ©Johnson & Johnson Inc. 2017

## 2017 Annual Conference & OPTOFAIR

<p>10:15 am 11:10 am</p>	<p><b>OA12 - 1CE</b> COBC: 83.269 <b>Top 10 Medications &amp; Their Ocular Side Effects</b> <i>Dr. Blair Lonsberry</i> This interactive presentation will review the Top 10 medications patients take. It will also review the ocular side effects that they may present with patients presently taking a variety of medications both topical and systemic.</p>	<p><b>OA13 - 1CE</b> COBC: 83.268 <b>Dry Eye Symposium</b> <i>Dr. Melissa Barnett</i> Dry eye is a commonly under diagnosed condition, however it is often the reason why patients visit their eye care practitioner. This course offers a comprehensive overview of dry eye disease. The diagnosis and treatment of dry eye is illustrated with patient cases.</p>
<p>11:15 am 12:10 pm</p>	<p><b>OD14/OA14 - 1CE</b> COBC: 83.261 <b>Make Your Website a Sales Tool</b> <i>Trudi Charest</i> Traditional website design is dead and gone. Your eye care website needs to be so much more than an information site, it needs to be a sales tool for your business. We will show you how to educate, inform and engage potential patients as well as guide them to a specific call to action.</p>	<p><b>OA15 - 1CE</b> COBC: 83.262 <b>MSP Billing Guidelines</b> <i>Dr. Paul Neumann</i> This session will provide updates on the BC Government Optometry Agreement under the Medical Services Plan. The session will enable you to better understand the updates, changes, billing codes and administrative details necessary to submit billing to the Medical Services Plan (MSP).</p>
<p>12:15 pm 1:40 pm</p>	<p><b>Awards Luncheon</b> A Celebration of Achievements by Member Doctors &amp; Optometric Staff</p>	
<p>1:45 pm 2:40 pm</p>	<p><b>OD17/OA16 – 1CE</b> COBC: 83.263 <b>Myopia Prevalence and What It Means to Optometry</b> <i>Dr. Deborah Jones</i> The prevalence of myopia in Canadian children under the age of 13 has been shown to be at almost 30%. Optometry needs to understand the impact that this myopia epidemic will have on their practices, and be aware of options for myopia management and myopia control. <i>Reference to new research from the University of Waterloo’s School of Optometry and Vision Science and CNIB; “Myopia Prevalence in Canadian School Children”.</i></p>	<p><b>OA17 - 1CE</b> COBC: 83.264 <b>Making the Most Out of Patient History</b> <i>Dr. Blair Lonsberry</i> An accurate and complete case history is a crucial aspect in the care of your patient. The case history tells you why the patient is there, directs the course of the exam and many times gives the doctor the key to the puzzle in diagnosing and management. This interactive presentation will review the key components of a complete case history and some “tricks of the trade” on how to make it efficient and comprehensive.</p>
<p>2:40 pm 3:30 pm</p>	<p><b>OD19/OA18 - 1CE</b> COBC: 83.267 <b>Eyelid Lumps and Bumps</b> <i>Dr. Blair Lonsberry</i> Patients present with a variety of lumps and bumps associated with the ocular and periocular tissues. This presentation will review the various periocular lesions focusing on differentiating the benign from the malignant, the various differentials and current treatment/management options.</p>	<p><b>OA19 - 1CE</b> COBC: 83.265 <b>From Buddy To Boss – Essential Skills for New Managers</b> <i>Elaine Pedersen</i> Whether you are a newly promoted manager, or an experienced manager, you require a different skill set than you did as a team member. Discover strategies and tools for leading your team, including how to establish your credibility, provide feedback, establish priorities, and delegate tasks effectively. <i>Supported by Optometric Services Inc.</i></p>
<p>3:35 pm 5:35 pm</p>	<p><b>Workshop W3 OA – 2.5CE</b> <b>CPR Recertification Course</b> <i>PEAK Emergency Response Training</i> This is recertification only. You must be already certified with certification expiring in 2017 to take this course. Included in this course is a mandatory pocket mask. <i>Minimum Attendees: 20, Maximum Attendees: 24 Optometric Staff and Non-Member Optometrists Only</i></p>	

# 2017 Annual Conference & OPTOFAIR

## Optometric Staff Program | Conference Registration

Register online at [bc.doctorsofoptometry.ca](http://bc.doctorsofoptometry.ca) before the early bird deadline of January 31, 2017 for discounted rates

### Registrant Information

Registrant Name		Guest/Partner's Name	
Clinic Name		Doctor's Name	
Address			
City	Province	Postal Code	
Telephone	Fax	Email	

**Please Indicate:**  Optometric Assistant  Optician  Dietary Requirements

### Registration Options

	Staff enrolled in 2017 OSP	Working for a BCDO Member	Non-Member
<b>Full Package – Early Bird by January 31, 2017</b>	<input type="checkbox"/> \$300.00	<input type="checkbox"/> \$325.00	<input type="checkbox"/> \$675.00
<b>Full Package – After January 31, 2017</b>	<input type="checkbox"/> \$350.00	<input type="checkbox"/> \$375.00	<input type="checkbox"/> \$700.00
<b>One Day Only: Saturday or Sunday</b>	<input type="checkbox"/> \$225.00	<input type="checkbox"/> \$225.00	<input type="checkbox"/> \$450.00

**Full Package:** All CE sessions, lunches, OPTOFAIR and 'Ice & Dice' Cocktail Reception.

Please indicate if you will attend the Cocktail Reception  Yes  No

**One Day Package:** All CE sessions and lunch, and OPTOFAIR on Saturday. Does not include Ice & Dice Reception

\* You may not choose two one-day packages. Instead, choose a full package and only register for the days you wish to attend

**CPR Recertification:** Please also check box on page 8  **2017 OSP or Working for a BCDO Member - \$45.00**  
 First come, first serve due to limited capacity  **Non-Member - \$55.00**

**OPTOFAIR Tickets:**  
 Tickets are included in Full & One Day Only packages

**1:00 pm – BCDO Members & Staff - \$50.00**  
 **2:30 pm – BCDO Members & Staff – Free**  
 **Non-Member Optometrists & Staff - \$100.00**

**Other Tickets:**  
 Ice & Dice Tickets for Delegate Guests Only

**Ice & Dice Cocktail Reception, Feb 25, 2017 - \$50.00**  
 **Awards Luncheon, February 26, 2017 - \$55.00**

**Session Notes & Delegate Handbook**  **Hard Copy - \$45.00**  **Electronic – FREE Download**

### Payment

<b>Multiple Registration Discount</b> If three or more staff enrolled in the 2017 Optometric Staff Program or working for a BCDO member register at the same time for the full conference, they are each entitled to a \$25 discount if forms are sent together and paid for in the same transaction. For online registration, please use discount code "3ormore".	<b>Subtotal: \$</b> _____
	<b>Multiple Reg Discount: \$</b> _____
	<b>5% GST: \$</b> _____
	<b>Total: \$</b> _____

<b>Registration Options:</b> Online: <a href="http://bc.doctorsofoptometry.ca">bc.doctorsofoptometry.ca</a> Fax: 604-737-9967 Mail: BC Doctors of Optometry 610-2525 Willow St Vancouver, BC, V5Z 3N8  <b>Cancellation Policy:</b> A \$75.00+GST administration fee will apply to all refunds. Cancellations must be in writing & submitted by January 23, 2017 for full refunds; 50% refunds from January 24, 2017 to February 10, 2017. No refunds for cancellations made on/after February 11, 2017. <b>Registration is confirmed when payment is received at the BCDO Office. Courses will be filled on a first come, first serve basis.</b>	<b>Payment Options:</b> <input type="checkbox"/> Cheque <input type="checkbox"/> Debit <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard BCAA GST Registration #820566222 Please make cheque payable to: <b>BC Association of Optometrists</b>  Card: _____ Name: _____ Expiry: ____/____  CVV*: ____ Signature: _____ *3-digit security code
---	---

All optometric staff enrolled in the 2017 Optometric Staff Program who register online and pay for the full conference before January 31, 2017, will be entered to win: **a Fitbit Charge 2 Fitness Tracker**. Draw will be made during OPTOFAIR; Saturday, February 25, 2017. **You must be in attendance to win.**

# 2017 Annual Conference & OPTOFAIR

## Optometric Staff Program | Course Registration

### Saturday, February 25, 2017

7:30 am 8:25 am	<input type="checkbox"/> <b>B2 – OD &amp; OA Growing Your Practice with Comfort</b> <i>Dr. Mira Acs</i> <i>Supported by Alcon</i>	<input type="checkbox"/> <b>B3 – OD &amp; OA Blue Light Exposed</b> <i>Don Ross</i> <i>Supported by Essilor Group Canada</i>
8:40 am 9:35 am	<input type="checkbox"/> <b>W1 OD &amp; OA Basics of Scleral Lens Fitting – It's As Easy As 1-2-3</b> <i>Dr. Melissa Barnett &amp; Randy Kojima</i> <b>Sold Out</b>	<input type="checkbox"/> <b>OA1 Grand Rounds in Pediatrics</b> <i>Dr. Alison Leung</i> <input type="checkbox"/> <b>OA2 Practice Success with Position of Wear</b> <i>Maria Petruccelli</i> <i>Supported by Hoya Vision Care</i>
9:45 am 10:40 am		<input type="checkbox"/> <b>OA3 Patient Handoff</b> <i>Alessandro Baronti</i> <i>Supported by Luxottica</i> <input type="checkbox"/> <b>OA4 Can One Pair of Glasses Answer All the Visual Needs?</b> <i>Julie Legendre</i> <i>Supported by Nikon</i>
10:55 am 11:50 am	<input type="checkbox"/> <b>W2 OD &amp; OA Basics of Scleral Lens Fitting – It's As Easy As 1-2-3</b> <i>Dr. Melissa Barnett &amp; Randy Kojima</i> <b>Sold Out</b>	<input type="checkbox"/> <b>OA5 Understanding Your Patient's Needs First</b> <i>Boyd Godfrey</i> <i>Supported by Zeiss Canada</i> <input type="checkbox"/> <b>OA6 Emergency Triage</b> <i>Dr. Brad McDougall</i>
12:00 am 12:55 pm		<input type="checkbox"/> <b>OA7 #InstaFashion: Frame Trends in 2017</b> <i>Michelle McLeod</i> <i>Supported by Optometric Services Inc.</i> <input type="checkbox"/> <b>OA8 Ophthalmic Drugs 101</b> <i>Dr. Mahnia Madan</i>
1:00 pm 5:00 pm	<input type="checkbox"/> <b>OPTOFAIR – Regency Ballroom</b>	
6:00 pm 8:00 pm	<input type="checkbox"/> <b>Ice &amp; Dice Cocktail Reception</b>	

### Sunday, February 26, 2017

7:00 am 7:55 am	<input type="checkbox"/> <b>B5 – OD &amp; OA Exploring OSD Case Studies in Comprehensive, Pediatric &amp; Surgical Settings</b> <i>Dr. Victor Pegado</i> <i>Supported by Allergan</i> <b>Sold Out</b>	<input type="checkbox"/> <b>B6 – OD &amp; OA Minimizing Pharmacy Call-backs with New Rx Product Launches: Observations and Best Practices to Help Ensure Your Patients Receive their Scripted Medications</b> <i>Dr. Kevin Parkinson, and Alex Dar Santos</i> <i>Supported by Bausch &amp; Lomb</i>
8:05 am 9:00 am	<input type="checkbox"/> <b>OD9 &amp; OA9 The Ritz-Carlton Leadership Center Presents Excellence in the Patient Experience</b> <i>Jennifer Blackmon</i>	<input type="checkbox"/> <b>OA10 Reducing Remakes</b> <i>Nathan Whims</i> <i>Supported by Eye Recommend</i>
9:05 am 10:00 am		<input type="checkbox"/> <b>OA11 New Games, New Rules</b> <i>Nathan Whims</i> <i>Supported by Eye Recommend</i>
10:15 am 11:10 am	<input type="checkbox"/> <b>OA12 Top 10 Medications &amp; Their Ocular Side Effects</b> <i>Dr. Blair Lonsberry</i>	<input type="checkbox"/> <b>OA13 Dry Eyes Symposium</b> <i>Dr. Melissa Barnett</i>
11:15 am 12:10 pm	<input type="checkbox"/> <b>OD14 &amp; OA14 Make Your Website a Sales Tool</b> <i>Trudi Charest</i>	<input type="checkbox"/> <b>OA15 MSP Billing Guidelines</b> <i>Dr. Paul Neumann</i>
12:15 pm 1:40 pm	<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b> – Awards Luncheon – Included if registered for Sunday courses or Full Package.	
1:45 pm 2:40 pm	<input type="checkbox"/> <b>OD17/OA16 Myopia Prevalence and What It Means to Optometry</b> <i>Dr. Deborah Jones</i> <i>Supported by the University of Waterloo</i> <b>Sold Out</b>	<input type="checkbox"/> <b>OA17 Making the Most Out of the Patient History</b> <i>Dr. Blair Lonsberry</i>
2:40 pm 3:30 pm	<input type="checkbox"/> <b>OD19 &amp; OA18 Eyelid Lumps and Bumps</b> <i>Dr. Blair Lonsberry</i> <b>Sold Out</b>	<input type="checkbox"/> <b>OA19 From Buddy to Boss - Essential Skills for New Managers</b> <i>Elaine Pedersen</i> <i>Supported by Optometric Services Inc.</i>
3:35 pm 5:35 pm	<input type="checkbox"/> <b>W3 OA – CPR Recertification Course – For Optometric Staff and Non-Member Optometrists Only</b> <i>PEAK Emergency Response Training</i>	

# 2017 Annual Conference & OPTOFAIR

## Policies and Notices

### Payment

All prices are in Canadian dollars (\$ CAD) and are subject to 5% GST. Our secure server will process Visa and Mastercard. Charges on your credit card statement will appear as **BC Association of Optometrists**. Please make Cheques payable to: **BC Association of Optometrists**

Please mail cheques to:

BC Doctors of Optometry  
#610 - 2525 Willow Street  
Vancouver, B.C. V5Z 3N8

### Schedule Changes & Speakers

Schedules are subject to change to accommodate emergent situations.

Visit <http://bc.doctorsofoptometry.ca/doctors/continuing-education/> for speaker and schedule changes as well as other important updates. Delegates will also be sent notifications via e-mail wherever possible and/or be informed through announcements on site. BC Doctors of Optometry (BCDO) reserves the right to cancel its Annual Conference, or any part of the meeting, due to unforeseen circumstances or to limit enrollments. Costs incurred, such as airline or hotel penalties, are the responsibility of the individual.

### Cancellation & Refund Policy

A \$75.00 + GST administration fee will apply to all refunds. Cancellations must be in writing and submitted by January 23, 2017 for full refunds; 50% refunds from January 24 - February 10, 2017. No refunds for cancellations made after February 11, 2017.

### Course Registration and Attendance

Courses are limited by room capacities; admittance will be based on time of registration. The name badge provided in your delegate registration is required to be visible for entry into any course. Registrants are required to attend the entire session to receive continuing education credit.

Each course attendee's badge will be scanned upon entry and exit to verify complete attendance. Continuing education credits will be electronically recorded.

All attendees are required to attend the full length of the course. Course auditing is not permitted. You need to attend a **minimum of 50 minutes for each 1 hour of credit**. If you do not meet the minimum requirements of 50 minutes for each 1 hour of credit, you will not receive CE credit.

### CE Credits

Delegates are requested to complete an evaluation of each session attended. The evaluation will be sent by e-mail at the end of each day of the Conference to the email address that you provided upon registration for this event.

Continuing Education Verification letters will be sent by e-mail to each delegate within **four weeks** of completing the evaluation and uploaded to the ARBO CE Tracker Database. It is the delegate's responsibility to provide BC Doctors of Optometry with correct OE Tracker numbers upon registering. While we upload the credits to CE Tracker, please retain your verification letter as it is the responsibility of the delegates to maintain their continuing education records for reporting to your appropriate College or Licensing authority.

# 2017 Annual Conference & OPTOFAIR

## Policies and Notices (Continued)

### Course Notes

Course notes, if they have been provided by the session speaker, will be available for download before the conference. Delegates will receive an email with download instructions closer to the date of the conference.

### Audio Recording

Select continuing education sessions may be audio recorded for future use. **Please note personal audio and/or video recording of any presentation is not permitted** and cannot be rebroadcasted.

### Photography

All delegates accept that they may be photographed or video recorded during the event. Consent is hereby provided to the BCDO to use delegates' images by name or without, whether alone or with other persons, for the purpose of promotional or educational material, publications, on the BCDO website or any other form of media. All delegates waive any right to inspect or approve the image and to be compensated. Furthermore, delegates agree to hold the BCDO free and harmless from any claims when used lawfully within the scope described above.

### Delegate Information

Delegates who sign up for a sponsored event (including breakfasts, lunches, reception events, etc.) will have their names shared with sponsors, post conference. Our Diamond corporate Partners will receive the list of names of all delegates, post conference.

### Electronic Communication

Delegates who register for the BC Doctors of Optometry Annual Conference agree to receive electronic communications from BCDO related to the current conference along with other events.

### Privacy Policy

BC Doctors of Optometry is the sole owner of the information collected on our websites. We do not sell, share or rent this information to third parties or partners, unless clearly indicated. The importance of security for all personally identifiable information associated with our customers is of utmost concern to us. This site has security measures in place to protect against the loss, misuse and alteration of the information under our control.

When you register on our website, we use your information to process and fill your registration. We may send you an email to confirm or to update you on your registration. We may also need to contact you by regular mail, email or phone if we have any questions about your registration.

If you have voluntarily provided information, you have consented to the collection, use and disclosure of your personally identifiable information as described in this privacy policy. We will not use personal information for any purpose other than that for which you consented.