

BC

DOCTORS OF OPTOMETRY

British Columbia Association of Optometrists

Healthy Eyes.  
Doctor Delivered.™

# Annual Conference & OPTOFAIR

## Doctors of Optometry Program

February 25<sup>th</sup> – 27<sup>th</sup>, 2017  
Hyatt Regency Vancouver  
Vancouver, British Columbia

---

Diamond Corporate Partners

**Alcon**<sup>®</sup>

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 fantastic line up of speakers includes Drs. Marc Bloomenstein and Steven Ferrucci, and 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 48 hours of available Continuing Education sessions for optometrists including COPE-approved credits where you can obtain up to a total of 24 CE credits.

The annual Awards Luncheon on Sunday, February 26 will celebrate the achievements of member Optometrists as well as optometric staff. The Annual General Meeting will be held on Sunday afternoon.

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.

# 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

## 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 – 8:00 pm 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

3:45 pm – 5:15 pm Annual General Meeting

5:40 pm – 7:40 pm CPR Recertification

### Monday, February 27, 2017

7:30 am – 3:00 pm Registration

8:00 am – 8:55 am Breakfast 'n Learn

9:05 am – 12:15 pm CE Sessions

12:20 pm – 1:20 pm Lunch 'n Learn

1:25 pm – 4:20 pm CE Sessions

## Early Bird Prize Draw

All BCDO general members who register online and pay for the full conference by midnight on February 7, 2017 will be entered to win: **2017 BCDO Membership Fees\***

Winner will be drawn during OPTOFAIR; Saturday, February 25, 2017.

\*CAO fees, Public Education Assessment and taxes are not included.

## 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](#)

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

**More Hotel Info:** [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 be 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**

**Johnson & Johnson**  
VISION CARE COMPANIES

# 2017 Annual Conference & OPTOFAIR

## Doctors of Optometry Program | Course Descriptions

### Saturday, February 25, 2017

<p>7:30 am 8:25 am</p>	<p><b>B1 OD – 1CE</b></p> <p><b>Seeing the Unseen - Uncovering and Managing Today's Chronic Ocular Disease</b></p> <p><i>Dr. Sarah MacIver</i></p> <p>Wide field imaging is an adjunctive imaging tool used to augment the fundus examination. This course will describe the clinical utility of multimodal wide field imaging to every day cases seen in primary eye care practices. The multimodal capabilities available on Optomap, including red-free filters and fundus auto fluorescence, help to efficiently identify pathology that might be harder to detect using conventional techniques. Patient cases of diabetes, glaucoma, macular degeneration and central serous chorioretinopathy will be covered and will identify ways that Optomap has evolved to help the optometrist augment clinical exams by helping identify disease activity and appropriate referral practices.</p> <p><i>Supported by Optos</i></p>	<p><b>B2 OD/OA – 1CE</b></p> <p><b>Growing Your Practice with Comfort</b></p> <p><i>Dr. Mira Acs</i></p> <p>This program will explain the science behind the technology of lens wetting agents. Attendees will gain a better understanding of the surface technology and how "Smart Shield™" improves lens deposit resistance. They will also learn to recognize the patient barriers to lens care routines and improve the patient's comfort and compliance.</p> <p><i>Supported by Alcon</i></p>	<p><b>B3 OD/OA – 1CE</b></p> <p><b>Blue Light Exposed</b></p> <p><i>Don Ross</i></p> <p>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.</p> <p><i>Supported by Essilor Group Canada</i></p>
<p>8:40 am 9:35 am</p>	<p><b>Workshop W1 OD/OA – 2CE</b></p> <p>COPE: 51592-CL</p> <p><b>Basics of Scleral Lens Fitting – It's As Easy As 1-2-3</b></p> <p><i>Dr. Melissa Barnett &amp; Randy Kojima</i></p> <p>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.</p> <p><i>Description Continued on next page</i></p>	<p><b>OD1 – 1CE</b></p> <p>COPE: 52195-NO</p> <p><b>Evaluation of New Double Vision in the Adult</b></p> <p><i>Dr. Claire Sheldon</i></p> <p>In the majority of patients, the etiology of diplopia can be established by careful history taking and clinical examination. In this course, illustrative cases and discussion will identify specific features of common causes of diplopia, such as decompensated strabismus, cranial nerve palsies, thyroid orbitopathy and myasthenia gravis. A systematic approach and critical management pathways will be presented.</p>	<p><b>OD2 – 1CE</b></p> <p>COPE: 48272-AS</p> <p><b>Straight Outta Tears – Treating &amp; Managing MGD, Lid Bugs &amp; Other Lid Thugs</b></p> <p><i>Dr. Marc Bloomenstein</i></p> <p>This course will focus on the eyelids and all the nasty and unsavory creatures that affect eye health. The advent of new diagnostic equipment has enabled clinicians to make point of service differentiating. Treatment options can range from over the counter management, to prescription medications, as well as office procedures. Getting the lids right will make the vision tight.</p>

# 2017 Annual Conference & OPTOFAIR

<p>9:45 am 10:40 am</p>	<p><b>Workshop W1 OD/OA (continued)</b> COPE: 51592-CL <b>Basics of Scleral Lens Fitting – It’s As Easy As 1-2-3</b> <i>Dr. Melissa Barnett &amp; Randy Kojima</i>  Instructors who are members of the Scleral Lens Education Society will provide hands on fitting experience using scleral lenses from several different lens companies.  <i>This session is also offered at 10:55 am due to limited capacity</i> <i>Maximum Attendees: 30</i></p>	<p><b>OD3 – 1CE</b> COPE: 51803-RS <b>Update: Surface Ablation and Therapeutic Uses of Corneal Laser</b> <i>Drs. David Lin &amp; Simon Holland</i>  Update on advanced surface ablation next generation laser refractive surgery Overview on advances in managing complex ablations with customized laser refractive surgery.</p>	<p><b>OD4 – 1CE</b> COPE: 51471-PD <b>Macular OCT: A Practical Discussion</b> <i>Dr. David Lederer</i>  Optical coherence tomography has become a standard diagnostic tool for patients with macular pathology. It remains important to understand not only the nomenclature to describe disease but also the implications associated with those descriptions. This course will provide attendees with cutting edge insights that can be immediately applied to clinical practice.  <i>Supported by an unrestricted education grant from Zeiss Canada</i></p>
<p>10:55 am 11:50 am</p>	<p><b>Workshop W2 OD/OA – 2CE</b> COPE: 51592-CL <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.  <i>This session is also offered at 8:40 am due to limited capacity</i> <i>Maximum Attendees: 30</i></p>	<p><b>OD5 – 1CE</b> COPE: 51686-PM <b>Marketing Medical Niches</b> <i>Trudi Charest</i>  Optometrists have such an opportunity to market a variety of medical niches that will assist in driving a targeted database of patients. We will discuss digital and non-digital ways to market and grow eye care specialized services for your practice.</p>	<p><b>OD6 – 2CE</b> COPE: 48266-RS <b>Co-Managing Cataract and Refractive Surgery</b> <i>Dr. Marc Bloomenstein</i>  The year of the lens has been extended to the decade of the lenses. Arguably, LASIK is the gold standard of refractive surgery and yet not all patients are candidates. New technology has risen to more refractive opportunities for both ODs and the patient. The ability to safely and accurately place an IOL in the eye has opened up the opportunity for even more refractive successes. This course will open your eyes to advances in both cataract and refractive surgery.</p>
<p>12:00 pm 12:55 pm</p>	<p><b>OD7 – 1CE</b> COPE: 52605-FV <b>Pediatric Ophthalmology, Strabismus and Amblyopia Pearls and Referral Guidelines</b> <i>Dr. Jane Gardiner</i>  An overview of common types of strabismus and amblyopia and how the optometrist can assist in the diagnosis and management.</p>	<p><b>OPTOFAIR</b> Regency Ballroom 3<sup>rd</sup> Floor</p>	
<p>1:00 pm 5:00 pm</p>	<p><b>Ice &amp; Dice Cocktail Reception</b> 34<sup>th</sup> Floor Perspectives Lounge</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

<p>7:00am 7:55am</p>	<p><b>B4 OD – 1CE</b></p> <p><b>Dailies Total 1 Multifocal</b></p> <p><i>Dr. Michael Kim</i></p> <p>This program introduces a new contact lens material and discusses the benefits of using a Multifocal lens in patients with presbyopia. Attendees will gain a full understanding of the differences between the core modulus, the surface modulus, and its importance in the comfort of the Dailies Total 1 Multifocal lens. They will also learn about how this technology works and its interaction with the cornea and lids. The mechanism and structure of the corneal tear layers will be reviewed.</p> <p><i>Supported by Alcon</i></p>	<p><b>B5 OD/OA – 1CE</b></p> <p>College ID: 20170226-OH-01-06</p> <p><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></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 &amp; Alex Dar Santos</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>
<p>8:05am 9:00am</p>	<p><b>OD8 – 1CE</b></p> <p>COPE: 52074-CL</p> <p><b>Oh No! Contact Lens Casualties</b></p> <p><i>Dr. Melissa Barnett</i></p> <p>This course will teach users to become proficient in diagnosing contact lens complications. Upon completing this course, users should have an increased understanding in how to prevent and treat contact lens associated complications.</p>	<p><b>OD9/OA9 – 2CE</b></p> <p>COPE: 50215-PM</p> <p><b>The Ritz-Carlton Leadership Center Presents Excellence in the Patient Experience</b></p> <p><i>Jennifer Blackmon</i></p> <p>Explore the award-winning business practices of The Ritz-Carlton and 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>9:05am 10:00am</p>	<p><b>OD10 – 1CE</b></p> <p>COPE: 51602-AS</p> <p><b>Surface Sickness Smorgasbord – A Medley of Anterior Segment Disease</b></p> <p><i>Dr. Melissa Barnett</i></p> <p>This interactive lecture will highlight anterior segment disease in a case based format. The diagnosis, treatment and management of ocular disease of the anterior segment will be included. It will cover a variety of diseases and will highlight clinical pearls.</p>		

## 2017 Annual Conference & OPTOFAIR

<p>10:15am 11:10am</p>	<p><b>OD11 – 2CE</b> COPE: 51599-SD <b>Challenging Cases From Front To Back</b> <i>Drs. Marc Bloomenstein &amp; Steven Ferrucci</i> As ODs we tend to separate the front of the eye from the back of the eye. However, there are conditions that affect the eye from the anterior to posterior. This course will use cases examples to illustrate how, as ODs we need to treat the whole eye.</p>	<p><b>OD12 – 1CE</b> COPE: 52246-FV <b>Quick &amp; Easy Primary Care Screening For Learning Related Vision Problems</b> <i>Dr. Cameron McCrodan</i> Learn how to utilize a pediatric learning related vision problem screening that can be done in under 5 minutes. Increase patient satisfaction and retention.</p>	
<p>11:15am 12:10pm</p>	<p><b>OD13 – 1CE</b> COPE: 52248-PM <b>RX for Fulfillment: Take Control of Your Experience and Learn the Art &amp; Science of Communication, Patient, Staff and Self</b> <i>Dr. Cameron McCrodan</i> Learn about two of the most effective techniques created by behavioural and cognitive psychology. This course will help drastically increase the number of patient interactions that feel 'like you've known each other forever'. The techniques taught will also help reduce stress, improve staff experience and problem solving, and create for a happier and more productive workplace.</p>	<p><b>OD14/OA14 – 1CE</b> COPE: 51685-PM <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>12:15pm 1:40pm</p>	<p style="text-align: center;"><b>Awards Luncheon</b> A Celebration of Achievements by Member Doctors &amp; Optometric Staff</p>		
<p>1:45pm 2:40pm</p>	<p><b>OD15 – 2CE</b> <b>College of Optometrists Peer Circle</b> <i>Facilitators from the College of Optometrists of BC</i> Small-group learning approaches are gaining ground in continuing medical education within Canada and abroad. <b><i>This course description is continued on the next page</i></b>  <i>Maximum Attendees: 80</i></p>	<p><b>OD16 – 1CE</b> COPE: 49405-OP <b>What Would I Do Doc? Cases From The Phone</b> <i>Dr. Marc Bloomenstein</i>  Using case examples, this course will review commonly prescribed oral medications used for various ocular infections, inflammatory conditions and pain. Common side effects of oral medications will be discussed.</p>	<p><b>OD17/OA16 – 1CE</b> <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>



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

**LEARN MORE ABOUT OUR LATEST INNOVATION AT BOOTH 18**

## 2017 Annual Conference & OPTOFAIR

<p>2:40pm 3:30pm</p>	<p><b>OD15 – 2CE</b></p> <p><b>College of Optometrists Peer Circle</b></p> <p><i>Facilitators from the College of Optometrists of BC</i></p> <p><b>Course description continued</b></p> <p>The Peer Circle session is designed to give optometrists the opportunity to learn while working with colleagues to identify and resolve quality problems relating to clinical care. Participants are randomly placed into collaborative groups of seven to ten professionals.</p> <p><i>Maximum Attendees: 80</i></p>	<p><b>OD18 – 1CE</b></p> <p>COPE: 52490-AS</p> <p><b>Tear Film Osmolarity in Today's Clinical Practice</b></p> <p><i>Dr. Francois Piuze</i></p> <p>This course discusses how tear film osmolarity helps eye care practitioners use objective data in modern day optometry. Focuses on the need to be aware of early dry eye disease in many aspects of optometry practice. Course objectives include reviewing the importance of dry eye disease, the basics of tear film osmolarity, optimizing ocular surface disease diagnosis and management, as well as learning clinical applications of tear osmolarity.</p> <p><i>Supported by an unrestricted education grant from I-MED Pharma</i></p>	<p><b>OD19/OA18 – 1CE</b></p> <p>COPE: 43871-AS</p> <p><b>Eyelid Lumps and Bumps</b></p> <p><i>Dr. Blair Lonsberry</i></p> <p>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>3:45pm 5:15pm</p>	<p><b>OD20 – 1.5CE</b></p> <p><b>BC Doctors of Optometry Annual General Meeting</b></p> <p><i>Members Only</i></p>		
<p>5:40pm 7:40pm</p>	<p><b>Workshop W4 OD – 2.5CE</b></p> <p><b>CPR Recertification Course</b></p> <p><i>PEAK Emergency Response Training</i></p> <p>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.</p> <p><i>Maximum Attendees: 150 BC Doctors of Optometry Members Only</i></p>		

# 2017 Annual Conference & OPTOFAIR

## Monday, February 27, 2017

8:00am 8:55am	<p><b>B7 OD</b> -- 1CE</p> <p><b>A Patient-Centric Approach to the Management of Dry Eye Disease</b> <i>Dr. Trevor Miranda</i></p> <p>This course will help participants understand how to properly screen to identify dry eye disease (DED) in patients. They will also understand comprehensive DED workup, management strategies, economics as well as the latest developments in addressing DED. <i>Supported by Alcon</i></p>	
9:05am 10:00am	<p><b>OD21</b> – 1CE, COPE: 47347-PO</p> <p><b>What's New In IOLs &amp; A Primer On Eyelid Lesions</b> <i>Dr. Paul Denton</i></p> <p>The course will discuss advances in intra-ocular lenses, including extended range of vision and toric lenses. The second part of the session will be a review of benign and malignant eyelid lesions with a focus on recognition, differential diagnosis, and appropriate referral. <i>Supported by an unrestricted education grant from Allergan</i></p>	<p><b>OD22</b> – 1CE</p> <p><b>Employment Law For Health Professionals</b> <i>Scott Marcinkow, LL.B., Harper Grey LLP</i></p> <p>Employers are frequently faced with difficult employment issues from recruiting new hires to terminating employees. For health professionals each of these circumstances brings with it unique considerations and in some cases specific regulatory requirements. You will learn about: common employment issues for health care professionals and how to handle them, employment requirements for regulated health care professionals, what and what not to do when an employee is the subject of a College investigation, and client communication and records management considerations when terminating an employee.</p>
10:15am 12:15am	<p><b>OD23</b> – 2CE, COPE: 47483-SD</p> <p><b>Diabetes Treatment &amp; Management</b> <i>Dr. Steve Ferrucci</i></p> <p>This course provides an introduction to diabetes with an emphasis on Type 2. The first part of the lecture highlights the systemic aspects of DM including symptoms, diagnosis criteria, and treatment. The second part of the lecture is a review of the diabetic retinopathy classification and management recommendations.</p>	<p><b>OD24</b> – 2CE, COPE: 49239-GL</p> <p><b>The Secondary Glaucomas</b> <i>Dr. Blair Lonsberry</i></p> <p>The secondary glaucomas are a varied group of conditions that are often asymptomatic and challenging to diagnose, manage and treat. The following interactive presentation will explore the development of glaucoma with a secondary cause.</p>
12:20pm 1:15pm	<p><b>L1 OD</b> – 1CE</p> <p><b>Lunch 'n' Learn - Igniting Growth Opportunities for 2017 How to Draw in High Opportunity Patients</b> <i>Dr. Kent Prete</i></p> <p>This presentation explores growth opportunities in 2017: patients between 12-24 and over 40. You will learn about why these patients are desirable, how to communicate with them, and the marketing tools that will help you succeed. <i>Supported by Johnson &amp; Johnson</i></p>	
1:25pm 2:20pm	<p><b>OD25</b> – 1CE, COPE: 47056-AS</p> <p><b>Oral Pharmaceuticals in Anterior Segment Disease</b> <i>Dr. Blair Lonsberry</i></p> <p>This interactive course examines the use of oral pharmaceuticals in the treatment and management of a variety of anterior segment diseases. Topical areas include HSV keratitis, herpes zoster ophthalmicus, bacterial allergic conjunctivitis, lid periocular tissues.</p>	
2:30pm 4:20pm	<p><b>OD26</b> – 2CE, COPE: 50027-PS</p> <p><b>Retina &amp; OCT Grand Rounds</b> <i>Dr. Steve Ferrucci</i></p> <p>This course reviews some of the basic principles of retinal OCTs as well as uses examples to help illustrate OCT findings associated with certain clinical entities. Clinical pearls for the various diseases are stressed, as well as new treatment options and recommended management.</p>	

# 2017 Annual Conference & OPTOFAIR

## Doctors of Optometry Program | Registration

Register online at [bc.doctorsofoptometry.ca](http://bc.doctorsofoptometry.ca) before the early bird deadline of February 7, 2017 for discounted rates

### Doctor Information

Doctor's Name		Guest/Partner's Name	
Clinic Name			
Address			
City	Province	Postal Code	
Phone	Fax	OE Tracker # (ARBO)	
Email		Dietary Requirements	

### Registration Options

	Full Package	Saturday	Sunday Only	Monday Only
Association/CAO Member – Early Bird – before February 7, 2017	<input type="checkbox"/> \$600.00	<input type="checkbox"/> \$280.00	<input type="checkbox"/> \$305.00	<input type="checkbox"/> \$280.00
Association/CAO Member – Regular – after February 7, 2017	<input type="checkbox"/> \$650.00	<input type="checkbox"/> \$330.00	<input type="checkbox"/> \$355.00	<input type="checkbox"/> \$330.00
BC Doctors of Optometry New Grad Member (Graduated in 2016)	<input type="checkbox"/> \$300.00	<input type="checkbox"/> \$140.00	<input type="checkbox"/> \$152.50	<input type="checkbox"/> \$140.00
Non-Member	<input type="checkbox"/> \$1,250.00	<input type="checkbox"/> \$650.00	<input type="checkbox"/> \$650.00	<input type="checkbox"/> \$650.00

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

Please indicate if you will attend the Saturday Cocktail Reception

Yes  No

**One Day Only Package\*:** All CE sessions and lunch for the day, and OPTOFAIR on Saturday

\* 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 11

**BCDO Member** - \$45.00

**Non-Member** - \$55.00

**OPTOFAIR Tickets:**

Tickets are included in Full & One Day Only packages

OPTOFAIR is held at 1:00 pm on Saturday February 25, 2017

**1:00 pm – BCDO Members & Staff** - \$50.00

**2:30 pm – BCDO Members & Staff** – Free

**Non-Member Optometrists & Staff** - \$100.00

**Other Tickets:**

Tickets for Delegate Guests Only

**Ice & Dice Cocktail Reception** - \$50.00 –Feb 25, 2017

**Awards Luncheon** - \$55.00 – Feb 26 2017

**Session Notes & Delegate Handbook**

**Hard Copy** - \$45.00  **Electronic** – FREE Download

**CE Fund Reimbursement:** Must be a full registrant of the College of Optometrists of BC & actively billing MSP  Yes  No

### Payment

Registration is confirmed only when payment is received the BC Doctors of Optometry Office. Courses selected will be filled on a first come, first serve basis  
BCAO GST Registration #820566222

Subtotal: \$ \_\_\_\_\_

5% GST: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

**Registration Options:**

Online: [bc.doctorsofoptometry.ca](http://bc.doctorsofoptometry.ca)

Fax: 604-737-9967

Mail: BC Doctors of Optometry  
610-2525 Willow St  
Vancouver, BC, V5Z 3N8

**Cancellation 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 2017 to February 10, 2017. No refunds for cancellations made on/after February 11, 2017.

**Payment Options:**

Cheque  Debit  Visa  MasterCard

Please make cheque payable to: **BC Association of Optometrists**

Card: \_\_\_\_\_

Name: \_\_\_\_\_ Expiry: \_\_\_\_/\_\_\_\_

CVV\*: \_\_\_\_\_ Signature: \_\_\_\_\_

\*3-digit security code

**All BC Doctors of Optometry general members who register online and pay for the full conference before February 7, 2017, will be entered to win: 2017 BC Doctors of Optometry Membership Fees (CAO fees, Public Education Assessment and taxes are not included). Draw will be made during OPTOFAIR, February 25, 2017. Winner must be in attendance.**

# 2017 Annual Conference & OPTOFAIR

## Doctors of Optometry Program | Course Registration

Saturday, February 25, 2017			
7:30 am 8:25 am	<input type="checkbox"/> <b>B1 OD Seeing the Unseen - Uncovering and Managing Today's Chronic Ocular Disease</b> <i>Dr. Sarah MacIver</i> <i>Supported by Optos</i>	<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</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>OD1 Evaluation of New Double Vision in the Adult</b> <i>Dr. Claire Sheldon</i> <b>Sold Out</b>	<input type="checkbox"/> <b>OD2 Straight Outta Tears: Treating &amp; Managing MGD, Lid Bugs and Other Lid Thugs</b> <i>Dr. Marc Bloomenstein</i>
9:45 am 10:40 am		<input type="checkbox"/> <b>OD3 Update: Surface Ablation and Therapeutic Uses of Corneal Laser</b> <i>Dr. David Lin &amp; Dr. Simon Holland</i>	<input type="checkbox"/> <b>OD4 Macular OCT: A Practical Discussion</b> <i>Dr. David E. Lederer, FRCSC</i> <i>Supported by an unrestricted education grant from Zeiss Canada</i> <b>Sold Out</b>
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>OD5 Marketing Medical Niches</b> <i>Trudi Charest</i>	<input type="checkbox"/> <b>OD6 Co-Managing Cataract &amp; Refractive Surgery</b> <i>Dr. Marc Bloomenstein</i>
12:00 pm 12:55 pm		<input type="checkbox"/> <b>OD7 Pediatric Ophthalmology, Strabismus and Amblyopia Pearls and Referral Guidelines</b> <i>Dr. Jane Gardiner</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>B4 OD Dailies Total 1 Multifocal</b> <i>Dr. Michael Kim</i> <i>Supported by Alcon</i>	<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 &amp; Alex Dar Santos</i> <i>Supported by Bausch &amp; Lomb</i>
8:05 am 9:00 am	<input type="checkbox"/> <b>OD8 Oh No! Contact Lens Casualties</b> <i>Dr. Melissa Barnett</i> <b>Sold Out</b>	<input type="checkbox"/> <b>OD9 &amp; OA9 The Ritz-Carlton Leadership Centre Presents Excellence in the Patient Experience</b> <i>Jennifer Blackmon</i>	
9:05 am 10:00 am	<input type="checkbox"/> <b>OD10 Surface Sickness Smorgasbord – A Medley of Anterior Segment Disease</b> <i>Dr. Melissa Barnett</i> <b>Sold Out</b>		
10:15 am 11:10 am	<input type="checkbox"/> <b>OD11 Challenging Cases From Front to Back</b> <i>Drs. Marc Bloomenstein &amp; Steven Ferrucci</i>	<input type="checkbox"/> <b>OD12 Quick &amp; Easy Primary Care Screening for Learning Related Vision Problems</b> <i>Dr. Cameron McCrodan</i>	
11:15 am 12:10 pm		<input type="checkbox"/> <b>OD13 RX For Fulfillment: Take Control of your experience &amp; learn the art &amp; science of communication, self-worth, patient, staff &amp; self</b> <i>Dr. Cameron McCrodan</i>	<input type="checkbox"/> <b>OD14 &amp; OA14 Make Your Website a Sales Tool</b> <i>Trudi Charest</i>

## 2017 Annual Conference & OPTOFAIR

### Doctors of Optometry Program | Course Registration (Continued)

Sunday, February 26, 2017 (continued)							
12:15 pm 1:40 pm	<input type="checkbox"/> Yes <input type="checkbox"/> No – Awards Luncheon – Included if registered for Sunday courses or Full Package.						
1:45 pm 2:40 pm	<table border="1"> <tr> <td> <input type="checkbox"/> <b>OD15 College of Optometrists Peer Circle</b> Facilitators from the College of Optometrists of BC Maximum Attendees: 80                 </td> <td> <input type="checkbox"/> <b>OD16 What Would I Do Doc? – Cases From the Phone</b> Dr. Marc Bloomenstein                 </td> <td> <input type="checkbox"/> <b>OD17/OA16 Myopia Prevalence and What It Means to Optometry</b> Dr. Deborah Jones Reference to new research from the University of Waterloo's School of Optometry and Vision Science and CNIB; "Myopia Prevalence in Canadian School Children".  <b>Sold Out</b> </td> </tr> <tr> <td>2:40 pm 3:30 pm</td> <td> <input type="checkbox"/> <b>OD18 Tear Film Osmolarity in Today's Clinical Practice</b> Dr. Francois Piuze Supported by an unrestricted education grant from I-MED Pharma                 </td> <td> <input type="checkbox"/> <b>OD19/OA18 Eyelid Lumps and Bumps</b> Dr. Blair Lonsberry  <b>Sold Out</b> </td> </tr> </table>	<input type="checkbox"/> <b>OD15 College of Optometrists Peer Circle</b> Facilitators from the College of Optometrists of BC Maximum Attendees: 80	<input type="checkbox"/> <b>OD16 What Would I Do Doc? – Cases From the Phone</b> Dr. Marc Bloomenstein	<input type="checkbox"/> <b>OD17/OA16 Myopia Prevalence and What It Means to Optometry</b> Dr. Deborah Jones Reference to new research from the University of Waterloo's School of Optometry and Vision Science and CNIB; "Myopia Prevalence in Canadian School Children".  <b>Sold Out</b>	2:40 pm 3:30 pm	<input type="checkbox"/> <b>OD18 Tear Film Osmolarity in Today's Clinical Practice</b> Dr. Francois Piuze Supported by an unrestricted education grant from I-MED Pharma	<input type="checkbox"/> <b>OD19/OA18 Eyelid Lumps and Bumps</b> Dr. Blair Lonsberry  <b>Sold Out</b>
<input type="checkbox"/> <b>OD15 College of Optometrists Peer Circle</b> Facilitators from the College of Optometrists of BC Maximum Attendees: 80	<input type="checkbox"/> <b>OD16 What Would I Do Doc? – Cases From the Phone</b> Dr. Marc Bloomenstein	<input type="checkbox"/> <b>OD17/OA16 Myopia Prevalence and What It Means to Optometry</b> Dr. Deborah Jones Reference to new research from the University of Waterloo's School of Optometry and Vision Science and CNIB; "Myopia Prevalence in Canadian School Children".  <b>Sold Out</b>					
2:40 pm 3:30 pm	<input type="checkbox"/> <b>OD18 Tear Film Osmolarity in Today's Clinical Practice</b> Dr. Francois Piuze Supported by an unrestricted education grant from I-MED Pharma	<input type="checkbox"/> <b>OD19/OA18 Eyelid Lumps and Bumps</b> Dr. Blair Lonsberry  <b>Sold Out</b>					
3:45 pm 5:15 pm	<input type="checkbox"/> <b>OD20 – BC Doctors of Optometry – Annual General Meeting</b> BCDO Members Only						
5:40 pm 7:40 pm	<input type="checkbox"/> <b>W4 OD – CPR Recertification Course – BCDO Members Only</b> PEAK Emergency Response Training						
Monday, February 27, 2016							
8:00 am 8:55 am	<input type="checkbox"/> <b>B7 - A Patient-Centric Approach to the Management of Dry Eye Disease</b> Dr. Trevor Miranda Supported by Alcon						
9:05 am 10:10 am	<table border="1"> <tr> <td> <input type="checkbox"/> <b>OD21 What's New in IOLs and a Primer On Eyelid Lesions</b> Dr. Paul Denton Supported by an unrestricted education grant from Allergan <b>Sold Out</b> </td> <td> <input type="checkbox"/> <b>OD22 Employment Law For Health Professionals</b> Scott Marcinkow, LL.B., Harper Grey LLP                 </td> </tr> </table>	<input type="checkbox"/> <b>OD21 What's New in IOLs and a Primer On Eyelid Lesions</b> Dr. Paul Denton Supported by an unrestricted education grant from Allergan <b>Sold Out</b>	<input type="checkbox"/> <b>OD22 Employment Law For Health Professionals</b> Scott Marcinkow, LL.B., Harper Grey LLP				
<input type="checkbox"/> <b>OD21 What's New in IOLs and a Primer On Eyelid Lesions</b> Dr. Paul Denton Supported by an unrestricted education grant from Allergan <b>Sold Out</b>	<input type="checkbox"/> <b>OD22 Employment Law For Health Professionals</b> Scott Marcinkow, LL.B., Harper Grey LLP						
10:15 am 12:15 pm	<table border="1"> <tr> <td> <input type="checkbox"/> <b>OD23 Diabetes Treatment &amp; Management</b> Dr. Steven Ferrucci                 </td> <td> <input type="checkbox"/> <b>OD24 The Secondary Glaucomas</b> Dr. Blair Lonsberry                 </td> </tr> </table>	<input type="checkbox"/> <b>OD23 Diabetes Treatment &amp; Management</b> Dr. Steven Ferrucci	<input type="checkbox"/> <b>OD24 The Secondary Glaucomas</b> Dr. Blair Lonsberry				
<input type="checkbox"/> <b>OD23 Diabetes Treatment &amp; Management</b> Dr. Steven Ferrucci	<input type="checkbox"/> <b>OD24 The Secondary Glaucomas</b> Dr. Blair Lonsberry						
12:20 am 1:20 pm	<input type="checkbox"/> <b>L1 OD Lunch n' Learn</b> <b>Igniting Growth Opportunities for 2017 How to Draw in High Opportunity Patients</b> Dr. Kent Prete Supported by Johnson & Johnson						
1:25 am 2:20 pm	<input type="checkbox"/> <b>OD25 Oral Pharmaceuticals in Anterior Segment Disease</b> Dr. Blair Lonsberry						
2:30 am 4:20 pm	<input type="checkbox"/> <b>OD26 Retina &amp; OCT Grand Rounds</b> Dr. Steven Ferrucci						

# 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.