

## 2017 Annual Conference

### Doctors of Optometry Program | Speaker Biographies

#### Alex Dar Santos

Alex graduated from UBC in 1996 with a B.Sc. in Biology followed by a B.Sc. in Pharmacy in 2002. He has 15 years of experience as a pharmacist and pharmacy management, and is the owner of a Shoppers Drug Mart in Richmond, BC. Alex joined the BCPhA Board of Directors in 2013 and was elected vice-president for the 2016/17 term. He is active in various charitable causes including the Shoppers Drug Mart Growing Women's Health Initiative, and the Ride Don't Hide Event in support of the Canadian Mental Health Association. Alex has been a Structured Practice Education Program (SPEP) preceptor for the past twelve years, where he helps train the next generation of pharmacists.

#### Blair Lonsberry, OD, FAAO

Dr. Lonsberry is a Full Professor with Pacific University College of Optometry in Oregon. Dr. Lonsberry is a Diplomate of the American Board of Optometry, a Fellow of the American Academy of Optometry, the Optometric Retinal Society, the Optometric Glaucoma Society, and the Ocular Surface Society of Optometry. Dr. Lonsberry obtained his Optometry degree from the University of Waterloo in 1996 after completing a Master of Science in Physiology from the University of Manitoba. He completed his residency in Primary Care Optometry from the Illinois College of Optometry in 1997, then joined the faculty at Southern College of Optometry in Memphis, TN. During his time at SCO, he completed a Master's in Education degree with an emphasis in adult learning.

#### Cameron McCrodan, OD

Dr. Cameron McCrodan is an optometrist, humanitarian, and founder of McCrodan Vision Development, a thriving Victoria, BC clinic dedicated to vision development and rehabilitation. He splits his time between his Victoria clinic, and his clinic in Brooklyn, New York where he works to help the Orthodox Jewish population with reading efficiency. Dr. McCrodan has studied extensively with the OEP, NORA, COVD, and is completing his FCOVD. He has personal ties to many of these vision problems and his passion is helping patients overcome their visual deficits to improve their quality of life.

#### Claire Sheldon, MD FRCSC

Dr. Sheldon is a fellowship-trained neuro-ophthalmologist who maintains an active clinical practice and ongoing laboratory-based scientific research projects. As such, her interests span from the cellular to the functional neuroanatomic correlates within the visual system. She received her MD from the University of British Columbia in Cell Physiology in 2006 and afterwards was a Resident in Ophthalmology at St. Paul's and Vancouver General Hospitals until 2011. Currently, she is a fellow in Neuro-Ophthalmology at the University of Pennsylvania, after briefly being a visiting research scholar and post-doctoral fellow at the Children's Hospital of Philadelphia in 2013. She is a Fellow of the Royal College of Physicians and Surgeons of Canada, and is presently a Clinical Assistant Professor at the UBC Department of Ophthalmology & Visual Sciences.

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#### David Lederer, MD, FRCSC

Dr. David Lederer has genuine passion for eye care education and is an internationally recognised OCT educator. Dr. Lederer has served as the Assistant Professor of Ophthalmology at McGill University Faculty of Medicine, as well as the Director of Tele-Ophthalmology (2011-2013). He has published numerous articles and abstracts and garnered many honors and awards. A graduate of Pennsylvania State University, he received his M.D. at Tufts University School of Medicine, performed his residency at McGill University in the Department of Ophthalmology and completed a Medical Retina Fellowship at Duke University.

#### David Lin, MD, FRCSC

Dr. David Lin is a fellowship trained ophthalmologist and accomplished researcher specialising in the field of refractive surgery. He received his medical training at McGill University, and, after his ophthalmology residency, he further pursued two years of postgraduate corneal training at Pacific Medical Consultants, San Francisco and Louisiana State University, New Orleans. While at LSU, Dr. Lin trained with Drs. Herb Kaufman and Marguerite McDonald. He was involved in the original research of excimer laser surgery and corneal topography. Upon his return to Vancouver in 1989, Dr. Lin set up one of the first excimer laser centres in Canada.

Dr. Lin is continuously involved in the studies of excimer laser surgery. He has given numerous lectures internationally and published extensively in scientific journals. He is currently Clinical Associate Professor of Ophthalmology, University of British Columbia; Fellow of the Royal College of Physicians and Surgeons of Canada; certified by the American Board of Ophthalmology.

#### Deborah Jones, OD, FC Optom (City, London), FAAO

Dr. Jones is a Clinical Professor, Interim Director and Continuing Education Chair at the School of Optometry and Vision Science, University of Waterloo. Debbie graduated in Optometry from City University in London, England. She is a fellow of the British College of Optometrists, holds a UK Diplomate in Contact Lens Practice and is a Fellow of the American Academy of Optometry.

#### Don Ross

Don Ross is an enthusiastic speaker who enjoys providing eye care professionals in Canada with the tools to create positive patient experience. Don has worked in the optical industry for more than 20 years. Don is currently the Business Consultant for Essilor in BC and the Prairies where he works with optometrists and opticians to further enhance their business practices through product education and best practice solutions.

Don has worked as a dispenser for a national optical retailer, a local optical chain, an independent optometrist, and a nationally recognized independent optical boutique. He has an award-winning background as an account executive for two international frame manufacturers. Prior to his current role with Essilor, he was the Western Canadian Territory Manager for Transitions Optical. Don has a degree in communications, specializing in public relations, and held various marketing communications roles with federal and provincial government agencies, not-for-profit organizations, and a technology provider to the hospitality industry.

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#### Francois Piuze, OD

Dr. Piuze is a co-owner of Eye Am Eye Care, where he spends most of his time, as well as the co-owner of Oeilsec.ca, a dry eye technology company. He graduated from the Université de Montréal as a Doctor of Optometry, has NBEO certification, and specialises in dry eye disease.

#### Jane Gardiner, MD, FRCSC

Dr. Gardiner is a clinical professor in the Faculty of Medicine at University of British Columbia, and she is the interim Head of the Department of Pediatric Ophthalmology at BC Children's Hospital. She is actively involved with the UBC Faculty of Medicine, where she is currently the Undergraduate Director for Ophthalmology at UBC and actively teaches medical students, residents and fellows. She is also involved nationally. She is a Royal College of Physicians and Surgeons Examiner in Ophthalmology and the President of the Canadian Association for Pediatric Ophthalmology and Strabismus (CAPOS). Currently, she is representing CAPOS and the Canadian Ophthalmological Society on the committee which is working with the Canadian Association of Optometrists to produce a joint clinical practice guideline for the periodic eye examination in Canada.

#### Jennifer Blackmon

Jennifer is an international speaker, who advises organizations on culture transformation and is dedicated to sharing her passion for the Ritz-Carlton business practices. She began her career in hospitality over 30 years ago and has now worked at The Ritz-Carlton for 20 years. While serving as Director of Catering and Conference Services, Jennifer's team was recognized as The Ritz-Carlton Regional Team of the Year. The team also held a top 10 ranking in the company for customer satisfaction for five consecutive years. Jennifer's strong belief in leadership through example and building trust in teams was once again demonstrated in her role as Director of Sales and Marketing. She not only led the hotel to its best financial performance since opening, but also achieved average scores of 99 percent for employee engagement for six consecutive years.

#### Kent Prete

Dr. Prete is a partner at Calgary Optometry Centre; a thriving, full-scope optometric practice emphasizing technology and innovation. He hopes to strengthen optometry's influence upon public perception of eye care issues through relationship building and education, and is excited to share his insights regarding opportunities for better patient care and practice growth. His enthusiasm for improvement has helped him create an advanced contact lens practice, with significant growth through early adaption to industry innovations and a progressive attitude.

#### Kevin Parkinson, OD

Dr. Kevin Parkinson is from Vancouver, British Columbia, and received his undergraduate degree in Kinesiology from SFU and then his medical degree from UBC. For two years, he practiced family medicine before going on to complete an ophthalmology residency at the University of Western Ontario, followed by a glaucoma fellowship at the University of Florida in 1996. Since being admitted to the royal college in 1997, Dr. Parkinson has performed over 12,000 surgical procedures, and specialises in glaucoma and cataract surgery.

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#### **Marc Bloomenstein, OD, FAAO**

Dr. Marc Bloomenstein is an accomplished optometrist who lectures and publishes extensively in the fields of anterior segment disease and refractive surgery. Dr. Bloomenstein is at the Schwartz Laser Eye Center and is on the editorial board of Primary Care of Optometry and Contemporary Optometry. Dr. Bloomenstein served as the President of the Arizona Optometric Association, as well as an Optometric Advisor to STAAR Surgical and Medtronic Solan and is now the President of the Board of the Arizona Optometric Charitable Foundation. He graduated in 1990 from the University of California, Los Angeles with a degree in Biology, and received his optometric degree from the New England College of Optometry in 1994. After graduation, Dr. Bloomenstein finished a residency in secondary ophthalmic care at the Barnet Dulaney Eye Center in Phoenix, Arizona. He received his fellowship from the American Academy of Optometry in December 1998 and is a founding member of the Optometric Council on Refractive Technology. Moreover, Dr. Bloomenstein is an Adjunct Assistant Professor at the Southern California College of Optometry and New England College of Optometry.

#### **Melissa Barnett, OD, FAAO**

Dr. Melissa Barnett is a Principal Optometrist at the UC Davis Eye Center in Sacramento. She is an internationally recognized key opinion leader, specializing in anterior segment disease and specialty contact lenses. Dr. Barnett lectures and publishes extensively on topics including dry eye, anterior segment disease, contact lenses and creating a healthy balance between work and home life for women in optometry. She is a Fellow of the American Academy of Optometry, a Diplomate of the American Board of Certification in Medical Optometry (ABCMO) and serves on the Board of American Optometric Association (AOA) Cornea and Contact Lens Council, Women of Vision (WOV), Gas Permeable Lens Institute (GPLI), Ocular Surface Society of Optometry (OSSO) and serves as President of The Scleral Lens Education Society (SLS). Dr. Barnett is a spokesperson for the California Optometric Association and a guest lecturer for the STAPLE program. She was awarded The Theia Award for Excellence for mentoring by Women in Optometry (WO) in 2016.

#### **Mira Acs, OD, FAAO**

Dr. Mira Acs is a senior clinical optometrist and researcher at Toronto Eye Care, a full scope, primary care practice, including the use of therapeutic pharmaceutical agents. Her areas of practice interest include contact lenses, clinical research and researching new products and procedures. She graduated from the University of Waterloo and is a Fellow of the American Academy of Optometry, as well as the past president of both the Ontario Association of Optometrists and the Vision Institute of Canada. Dr. Acs is able to draw from her 30 years of experience in practice, the insight gained through her peer-to-peer meetings on practice management, as well as personal experience with wearing and fitting multifocal contact lenses.

#### **Michael Kim, OD**

Dr. Kim is an Edmonton-based optometrist, practicing for 19 years at two locations. He graduated from the University of Alberta with a B.Sc. in Pharmacy, and later from the University of California, Berkeley as a Doctor of Optometry. He is a Partner in Sight, and is experienced in the fields of ocular therapeutics and contact lenses. Dr. Kim is keenly interested in the science behind eye care product, and, as an astute practice owner he shares his knowledge on both the business of optometry and the clinical aspect of patient care.

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#### Paul Denton, MD, FRCSC

Paul Denton is a published and well-regarded ophthalmologist. Dr. Denton is a Fellow of the Royal College of Surgeons of Canada (FRCSC) and a Diplomat of the American Board of Ophthalmology, and his work has been published in the Archives of Ophthalmology, Ophthalmology Clinics of North America and The Journal of Diabetes Complications. He completed his Bachelor's degree at Wilfrid Laurier University in Waterloo, Ontario, graduating on the dean's honour list. He completed his medical degree and residency at Queen's University where he also served as Chief Resident in Ophthalmology. Upon graduation, he taught clinical and surgical ophthalmology at Queen's University. Dr. Denton completed his post-doctoral fellowship training in Oculoplastic and Reconstructive Surgery at McGill University in Montreal, and also served as assistant clinical instructor at the American Academy of Ophthalmology Annual Meeting.

#### Paul Neumann, OD

Dr. Paul Neumann is a strong supporter of industry and optometry collaboration to move the profession forward in both scope and practice. He also believes in empowerment and education for both doctors and staff alike. Committed to quality eye care, he is proud of his role as a board member of the Canadian Dry Eye Consensus Panel, former board member of Optometric Services Inc., and his involvement with the BC Doctors of Optometry. Dr. Neumann was the Association president from 2007-09 and received the President's Award in 2012. Dr. Neumann led the Optometry Liaison Committee with the Ministry of Health for many years and negotiations for the 2006-2012 agreement that initiated billing for TPA and recently the negotiated five-year agreement, 2014-2019. Dr. Paul Neumann was born and raised in Toronto and upon graduation from the University of Waterloo he moved to BC and started his private practice in 1995.

#### PEAK Emergency Response Training

PEAK is a Canadian and US based corporation that provides basic and advanced emergency medical response training and certification. PEAK instructors are all experienced pre-hospital care providers such as Paramedics, Critical Care Nurses, Lifeguards, etc. and have completed an extensive instructor training program. All of PEAK's programs are backed by a Medical Direction and Oversight Team of 9 BC licensed physicians

#### Randy Kojima, FAAO, FBCLA, FSLs, FIAO

Randy Kojima is the Clinical Research and Development Director for Precision Technology based in Vancouver, British Columbia. He also serves as Research Scientist and Clinical Instructor at the Pacific University College of Optometry in Forest Grove, Oregon. Additionally, he is a clinical advisor to Medmont Instruments in Melbourne, Australia. Randy has published numerous articles and submitted posters on various contact lens related topics as well as been a contributing author in a number of text book chapters. He lectures globally and enjoys sharing insights, methods and research with eye care colleagues from around the world. Randy is a Fellow of the American Academy of Optometry, the British Contact Lens Association, the Scleral Lens Education Society and the International Academy of Orthokeratology.

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### Doctors of Optometry Program | Speaker Biographies

#### **Sarah MacIver, OD, FAAO**

Sarah MacIver is an associate clinical professor at the University of Waterloo, School of Optometry and Vision Science, who has presented at various national and international conferences on glaucoma, nutrition, imaging and anterior segment disease. She completed residency training in ocular disease at the SUNY State College of Optometry in New York City before joining the faculty at the University of Waterloo in 2011, and won the Ontario Association of Optometrists President's award in 2013. Sarah is a fellow of the American Academy of Optometry, a board member of the American Academy of Optometry Nutrition, Disease Prevention and Wellness Special Interest Group, and a member of the Optometric Glaucoma Society.

#### **Scott Marcinkow**

Scott Marcinkow is the Chair of Harper Grey's Workplace Law Practice Group and a member of the firm's professional regulation group. He assists health professionals with a variety of regulatory matters, and also works with employers and employees on a variety of workplace issues. His experience in the professional regulation and workplace environments uniquely positions him to assist health professionals navigate the complexities of the workplace setting in a professionally regulated framework. Scott is one of Harper Grey's authorities on human rights law and has successfully represented clients before the British Columbia Human Rights Tribunal.

#### **Simon Holland, MD, FRCSC**

Dr. Holland is a well-respected ophthalmologist Clinical Professor in Cornea at UBC and has received both an honour and senior honour award from the American Academy of Ophthalmology. Dr. Holland has published more than 65 papers, 4 book chapters, chairs the COS TASS Task Force and is section editor of the CJO Canadian Journal of Ophthalmology. He graduated in Medicine with Honours, completed internal medicine residency in England, an Ophthalmology residency at the University of British Columbia, and corneal fellowship in Miami. He was a field medical director for ORBIS, an NGO that provides eye surgery training in developing countries and is presently ORBIS Vice President in Canada. Dr. Holland underwent refractive surgery training in London, UK at the Institute of Ophthalmology and has been Dr. David Lin's partner at the Pacific Laser Eye Centre in Vancouver since 2010.

#### **Steven Ferrucci, OD, FAAO**

Dr. Steven Ferrucci lectures and has been published extensively, taking special interest in diabetes, diabetic eye disease, AMD, and fluorescein angiography. He is currently Chief of Optometry at the Sepulveda VA Ambulatory Care Center and Nursing Home. He is also a Professor at the Southern California College of Optometry/Marshall B. Ketchum University. He is a fellow at both the American Academy of Optometry and the Optometric Retinal Society and currently serves as Vice-President of the ORS.

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#### **Trevor Miranda, OD**

Trevor Miranda is a private practice optometrist and partner in three full-scope optometric practices on Vancouver Island in the Cowichan region. They all offer the Ultimate Eye Exam, which provides the latest digital technology to focus on their patients' current vision and related health conditions. He graduated from the University of Waterloo, was a past president of the Eye Recommend network, and is the founder of the Sunglass Cove, a sunglass boutique in Canada. Dr. Miranda is a well-respected member of the PDC team, and is an innovator who is committed to ensuring that optometry continues to evolve and thrive into the future. He is well known for his knowledge and expertise in many areas including glaucoma, dry eye, contact lenses, and collaborative care models.

#### **Trudi Charest**

Trudi Charest is the co-founder of 4ECPs, a business resource company for eye care professionals. She is an international speaker, author, industry consultant, and business innovator. Trudi is well known for designing, developing and facilitating training and marketing programs to eye care professionals across North America. She is a Licensed Optician with over 25 years of extensive eye care experience who also holds a Human Resource Management certificate from the University of Calgary. Her experience includes corporate training in retail optical, territory management for Bausch & Lomb, Clinical Consulting with Optos and VP of Training for Eye Recommend, one of Canada's leading Optometric buying groups.

#### **Victor Pegado, MD, FRCSC**

Dr. Pegado is a clinical instructor at the UBC Department of Ophthalmology and Visual Science and the Island Medical Program in Victoria, BC. Not only does he perform most of the pediatric surgery on Vancouver Island, he also has hospital privileges with the Northern Health Authority where he provides surgical care for children and adults in Northern British Columbia. Dr. Pegado is both a fellow of the Royal College of Physicians and Surgeons of Canada and board certified by the American Board of Ophthalmology. He is a member of the American Academy of Pediatric Ophthalmology and Strabismus.