Nebraska Optometry’s Meeting
Annual Fall Convention
September 27-29, 2013
Younes Conference Center
Kearney, NE

Annual Fall Convention Registration
Two ways to register:
1. Register online:
   http://nebraska.aoa.org/Education-and-Training/Fall-Convention
2. Fill out the form on page 6 (ODs) or 12-13 (Paras) & return to NOA.

Register by Aug. 30th for early bird pricing!
OD Education
Doctors will be able to obtain up to 14 hours of C.E. credits. Featured C.E. presenters include Robert Prouty, OD, FAAO and Jordan Keith, OD, FAAO on topics including glaucoma treatment, identification and management of ocular surface disease, and evidence-based clinical decision making. The popular interactive “learning lounges” return this year with doctors able to choose two sessions from a list of topics that includes strabismus, glaucoma, specialty contact lenses, macular degeneration, and red eyes. A Grand Rounds session will feature Nebraska ODs sharing interesting cases on a variety of primary eyecare topics. Dr. Ed Schneider will provide an hour of practice management C.E. reviewing the most important changes in third party reimbursement over the past year.

Special Features
Friday afternoon’s program includes a session on Trends & Current Issues in Optometry. Learn about what’s coming that will impact your practice and your patients. The NOA annual membership meeting will be Saturday noon including elections and updates from the Board of Optometry. The association’s annual awards recognition program will be Saturday evening featuring a reception that precedes the Husker football game. Our annual Inspirational Breakfast on Sunday morning featuring Mark Schoenrock.

Para Education
Paraoptometric staff will be able to choose from 31 courses covering a variety of topics, for up to 15 hours of continuing education credits toward certification. Featured para speakers include Lynn Lawrence, CPOT, ABOC, COA, and Valerie Manso, ABOC, FNAO. Courses are available for a range of paraoptometric specialties including clinical, contact lenses, dispensing, front desk, insurance/third party, and more. Paras who are already CPOA or CPOT certified may attend OD classes with prior approval and signature of a sponsoring doctor and with payment of an additional $28 per credit hour.

Social Activities/Networking/Vendor Connections
Join colleagues and vendors Friday evening in the exhibit hall and in hospitality rooms for an informal evening of networking and learning. Paras will enjoy a combination of fun, prize drawings, and business at their luncheon on Saturday. Saturday night, join us for a celebration of excellence and leadership in Nebraska optometry as we recognize NOA award recipients preceding dinner and football. After the reception and awards program, enjoy watching the Huskers on television during a Big Red football party and buffet.

Special Events

Exhibit Hall & Buffet
Friday, 5:00 - 8:30 pm
The Exhibit hall provides a great chance to renew or establish relationships with industry vendors and colleagues, and learn about products and services that will help your practice. A buffet dinner will be served in the exhibit hall beginning at 6:00 pm.

New OD/Student Reception & Welcome
Friday, 5:30 - 6:30 pm
Come meet new NOA members and students attending the convention in an informal, get-acquainted setting. Especially designed as a networking opportunity for doctors who may be seeking associates or looking to fill openings and for new doctors to meet colleagues from across the state.

Hospitality Rooms
Friday, 8:30 p.m. - midnight
Hospitality rooms will be located just across from the convention center in the LaQuinta Inn & Suites. Join us for socializing with friends, colleagues and vendors.

NOA Membership Meeting & Lunch
Saturday, 12:00 pm
The session will feature updates from the Board of Optometry and Board of Health on regulations and trends you need to know about, plus election of NOA officers and directors.

Reception/Awards
Saturday, 4:30 - 6:30 pm
Celebrate optometry, including recognition of outstanding achievement by your peers, at the annual NOA awards celebration.

Football/Big Red Buffet
Saturday, 6:30 - Game Over
Join your colleagues for conversation, food, and football during the Husker game against Northwestern.

Inspirational Breakfast
Sunday, 7:00 - 7:45 am
Start the last day of the convention with an inspiring message of how following your faith enriches your life.
COPE vs. Non-COPE Courses – What’s the Difference?

NOA typically includes some C.E. courses at its meetings that are approved by COPE and some that are not. All of the hours offered at NOA educational events qualify for re-licensure purposes in Nebraska. The only significant difference between the two types of courses for Nebraska doctors involves reciprocity of the C.E. for licensure purposes in other states.

COPE-approved courses have been submitted to, and approved by, a national clearinghouse for C.E., which is operated by the Association of Regulatory Boards of Optometry (ARBO). Most state licensing boards across the country automatically accept COPE-approved courses for re-licensure purposes. But, course sponsors and providers must pay a fee for courses to be reviewed and approved by COPE, so not every course is submitted for review.

Courses that are not reviewed or approved by COPE for nationwide credit may still be submitted individually to state licensing boards for their review of course content, objectives, and presenters. That’s what NOA does routinely in Nebraska with courses that have not been submitted to COPE for review. If doctors wish to have these non-COPE courses count toward licensure requirements in other states, they would need to submit required information about the course and presenters to that state’s licensing board for approval.

Grand Rounds from Nebraska - Non-COPE (2 hrs)

- Dr. Ryan Palmer: The Curious Case of Aqueous Misdirection
- Dr. Tanner Gates: Lens Prescribing and Vision Therapy
- Dr. Scott Ronhovde: It’s Neurological: What to test when you suspect a neurologic cause of diplopia and how to appropriately test and refer these cases
- Dr. Taylor Steger: Chalazion Induced Infractive Shift
- Dr. Roger Filips: Improving Visual and School Performance with Home Based Vision Therapy

A rapid fire presentation of interesting cases from Nebraska Optometrists on a variety of primary eye care topics.

CE Option on Saturday Afternoon

NOA Learning Lounge
An Interactive Space for Clinical Discussions - Non-COPE (1 hr courses)

Doctors have the opportunity to choose two (2) of the following courses during the afternoon:

- Strabismus: A discussion on management and treatment including non-surgical and surgical outcomes
- Glaucoma: A discussion on current management protocols and standards of care, new technology in diagnosis and treatment, and co-management pearls
- Specialty Contact Lenses: A discussion on appropriate candidates, steps for implementation in your practice, troubleshooting, and common complications
- Macular Degeneration: A discussion on diagnosis and treatment, genetic testing, recommending AREDS supplements, and standards of care
- Red Eye: A discussion on all types of acute red eyes including viral, bacterial, and allergy management pearls, as well as topicalics of choice, the role of steroids, and standards of care

Visit the Learning Lounge to hold conversations with your colleagues and participate in informal, small group facilitated clinical discussions led by your colleagues. Share case studies, ideas and best practices on the topics. Float among the discussions or stay at one - it’s up to you.

Hotel Reservation Information:

Deadline for NOA Convention Group Rate: August 26, 2016

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairfield Inn</td>
<td>510 Talmadge Rd</td>
<td>308.236.4200</td>
<td>$109.00</td>
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<tr>
<td>Comfort Inn</td>
<td>118 3rd Avenue</td>
<td>308.236.3400</td>
<td>$98.00</td>
</tr>
<tr>
<td>LaQuinta Inn &amp; Suites</td>
<td>108 3rd Avenue</td>
<td>308.237.4400</td>
<td>$98.00</td>
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</table>
### Friday, September 23, 2016 - Registration 8:00 am - 5:00 pm

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am - 11:30 am</td>
<td>NOA Leadership Program: Developing the Next Generation of Leaders- (Leadership Class Participants Only)</td>
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<tr>
<td>8:00 am - 11:30 am</td>
<td>NOA Board of Directors</td>
</tr>
<tr>
<td>1:00 pm - 2:45 pm</td>
<td>Grand Rounds from Nebraska (2 hrs CE)</td>
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<tr>
<td>2:45 pm - 3:00 pm</td>
<td>Networking Break</td>
</tr>
<tr>
<td>3:00 pm - 4:00 pm</td>
<td>Reefer Madness Dude Can you prescribe pot for my glaucoma? - Dr. Robert Prouty (1 hr CE - COPE 41497-PH)</td>
</tr>
<tr>
<td>4:00 pm - 5:00 pm</td>
<td>Trends and Current Issues in Optometry</td>
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<tr>
<td>5:00 pm - 8:30 pm</td>
<td>Exhibit Hall</td>
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<td>8:30 pm - 12:00 am</td>
<td>Hospitality Rooms - LaQuinta Inn &amp; Suites</td>
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### Saturday, September 24, 2016 - Registration 8:00 am - 5:00 pm

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 am - 8:00 am</td>
<td>Breakfast - PAC Board Meeting (Fairfield Inn)</td>
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<tr>
<td>8:00 am - 9:00 am</td>
<td>Glaucoma Grand Rounds: What Was Done Wrong? - Dr. Robert Prouty (1 hr CE - COPE 45911-GL)</td>
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<tr>
<td>9:00 am - 10:00 am</td>
<td>Lifestyle Nutrition Considerations in Glaucoma Management - Dr. Robert Prouty (1hr CE - COPE 48926-GL)</td>
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<tr>
<td>10:00 am - 10:20 am</td>
<td>Networking Break</td>
</tr>
<tr>
<td>10:20 am - 12:00 pm</td>
<td>Lumps, Bumps, and Lid Lesions - Dr. Robert Prouty (2 hrs CE - COPE 47629-SD)</td>
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<tr>
<td>11:00 am - 12:00 pm</td>
<td>Third Party 101 - Dr. Ed Schneider (1 hr PM CE)</td>
</tr>
<tr>
<td>12:00 pm - 1:30 pm</td>
<td>NOA Membership Meeting</td>
</tr>
<tr>
<td>1:30 pm - 2:30 pm</td>
<td>Third Party Update - Dr. Schneider (1 hr PM CE)</td>
</tr>
<tr>
<td>2:30 pm - 4:30 pm</td>
<td>Learning Lounge - Round Table Discussions (choose one of the following) (1 hr CE)</td>
</tr>
<tr>
<td>3:30 pm - 3:45 pm</td>
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<tr>
<td>3:45 pm - 4:30 pm</td>
<td>Learning Lounge - Round Table Discussions (choose one of the following) (1 hr CE)</td>
</tr>
<tr>
<td>5:00 pm - 6:30 pm</td>
<td>A Celebration of Excellence and Leadership - Awards Presentation and Reception</td>
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<tr>
<td>6:30 pm -</td>
<td>Dinner and NE Football Game - Huskers vs. Northwestern</td>
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### Sunday, September 25, 2016 - Registration 7:00 am - 12:00 pm

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 am - 7:45 am</td>
<td>Inspirational Breakfast - Mark Schoenrock</td>
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<tr>
<td>8:00 am - 10:00 am</td>
<td>Know Your Chances: An Evidence Based Approach to Clinical Decision Making - Dr. Jordan Keith (2 hrs CE - COPE 49157-PS)</td>
</tr>
<tr>
<td>10:00 am - 10:15 am</td>
<td>Networking Break</td>
</tr>
<tr>
<td>10:15 am - 12:00 pm</td>
<td>Why Lunch Matters - Dr. Jordan Keith (2 hrs CE - COPE 50332-EJ)</td>
</tr>
<tr>
<td>12:00 pm - 2:00 pm</td>
<td>NOA Board of Directors Meeting</td>
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</table>
Robert Prouty, O.D., F.A.A.O.
Dr. Prouty graduated from Pacific University and completed his residency/fellowship training in “Hospital-based Optometry and Geriatrics” at American Lake V.A. Medical Center, Tacoma, Washington. He co-founded the first referral/co-management center (Omni Eye Specialists) in Denver after serving as a consultant at Fitzsimons Army Medical Center, Department of Surgery, and is now developing another co-management center at Specialty Eye Care (SEC) in Parker, Colorado. Dr. Prouty is a member of the AOA and the COA and was selected as the COA’s “Young Optometrist of the Year” in 1988, “Optometrist of the Year” in 2004 and was the recipient of COA's Distinguished Service Award in 2007.

Reefer Madness Dude Can you prescribe pot for my glaucoma? - COPE 41497-PH (1 hr)
This presentation will discuss the basics of cannabinoid science, adverse reactions and concerns. The potential for use in glaucoma management will also be discussed.

Glucoma Grand Rounds What Was Done Wrong-COPE 45911-GL (1 hr)
This presentation is a grand rounds of various interesting glaucoma cases encountered in optometric primary care. All cases will be presented with management dilemmas and controversies in an interactive method with the audience.

Lifestyle Nutrition Considerations in Glaucoma Management - COPE 48926-GL (1 hr)
One of the most commonly asked questions by patients to their primary care OD is “Are there any vitamins or nutritional things I can do for my glaucoma”? This course will cover personal lifestyle and nutritional considerations that may impact the management of glaucoma.

Lumps, Bumps, and Lid Lesions - COPE 47629-SD (2 hrs)
One of the most challenging aspects of primary Optometric care is the identification and management of ocular surface lesions. Identification can be critical for the health and safety of the patient. The presentation will review ocular cancer lesions, ocular surface lesions and identifying characteristics as well as the innovative diagnostic technique of in-office Impression Cytology.

Ed Schneider, O.D.
Dr. Schneider, a retired optometrist and NOA Past President, has been NOA’s Third Party Consultant since 1999. He composes a monthly Third Party Newsletter, maintains a web page, responds to member queries, and speaks at optometric functions regarding insurance claims, medical records documentation, and quality of care. He has been involved in third party and licensing activities for almost 30 years.

Third Party Update - (1 hr)
A review of important changes in third party reimbursement over the last year regarding ICD-10, CMS, PQRI-PQRS, E-Rx, WPS (Medicare B), Noridian (DME), Medicaid, EHR, HIPAA, Coding and Potpourri.

Third Party 101 - (1 hr)
A fast-paced presentation on becoming a third party provider, evaluating third party plans, insurance claim coding, and other basic third party concepts. A rapid, compressed information overview--especially important for new licensees and new paras. Third Party basics to answer the questions: Who are the insurers in Nebraska? How do I evaluate Third Party plans? Should I be a provider? How do I enroll? What exam procedures do insurers require? What services & materials do they pay for? What documentation is required? What is coding and how do I do it? How do I file a claim? Where can I go for help?

Jordan Keith, O.D., F.A.A.O., Diplomat ABO
Dr. Keith graduated summa cum laude from Minot State University (ND) with a B.A. in biology, and completed optometry school at Pacific University College of Optometry. After completing a hospital-based residency in ocular disease at the Kansas City VA Medical Center, Dr. Keith joined the full-time faculty at the Illinois College of Optometry as an Assistant Professor. While at ICO, his passion for education was acknowledged by being voted the “Clinical Educator of the Year” by the third year class in 2011 and 2012 and the “Golden Apple Award”, the highest teaching honor, from the 2012 and 2013 graduating classes. After five years at ICO, Dr. Keith joined the Eye Care Center, a group optometry private practice in the Minneapolis, MN area.

Know Your Chances: An Evidence Based Approach to Clinical Decision Making - COPE 49157-PS (2 hrs)
Every day optometrists make clinical decisions about how to treat their patients. The most challenging part of this process can be knowing what information to base their decisions on and applying the best information to clinical practice. Using common eye diseases and associated major treatment studies as examples, this course will give a better understanding of medical literature and reduce the confusion of medical statistics. By learning to understand the numbers and knowing the right questions to ask, the optometrist can use evidence based medicine to make wiser, yet easier clinical decisions in medical optometry. Evidence based medicine, when applied correctly, can also be valuable information for patient education to answer their question: “What are the chances this works?”

Why Lunch Matters - COPE 50332-EJ (2 hrs)
Conflicts of interest between doctors’ commitment to patient care and the desire of industry and their representatives to sell their products, pose challenges to the principle of medical professionalism. This course will review this conflict of interest, bring awareness to the tactics used by industry to influence the judgment of doctors, and discuss harmful consequences to patient care due to doctor-industry relationships.
Nebraska Optometric Association 2016 Fall Convention
Younes Conference Center | Kearney, NE | September 23-25, 2016

Name ________________________________________  Badge Name____________________________________
ARBO Number ________________________________  Email ______________________________________________
Company _____________________________________  Phone _____________________________________________
Address _______________________________________________________________________________________
City/State/Zip __________________________________________________________________________________

<table>
<thead>
<tr>
<th>Early Bird Registration</th>
<th>Standard Registration</th>
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<tbody>
<tr>
<td>(postmarked by August 30, 2016)</td>
<td>(postmarked after August 30, 2016)</td>
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<tr>
<td>____ NOA/AOA Member</td>
<td>____ NOA/AOA Member</td>
</tr>
<tr>
<td>___ Non-Member</td>
<td>___ Non-Member</td>
</tr>
<tr>
<td>___ Student Member in Optometry school &amp; a Student NOA Member</td>
<td>___ Student Member in Optometry school &amp; a Student NOA Member</td>
</tr>
<tr>
<td>___ Newly licensed Member (2016)</td>
<td>___ Newly licensed Member (2016)</td>
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Reg Fees $_______________

Add'l Tickets Fees $_______________

Total Fees $_______________

Registration Fees Include:
• Admission to C.E. courses
• Friday night exhibit hall, hospitality suites
• Saturday Membership Meeting, Lunch & Husker Game
• Saturday Reception/Dinner/Awards
• All breaks and meals

Name ________________________________________
Badge Name____________________________________
ARBO Number ________________________________
Company _____________________________________
Address _______________________________________________________________________________________
City/State/Zip __________________________________________________________________________________

Payment Method:  ☐ Visa   ☐ Mastercard   ☐ American Express   ☐ Discover   ☐ Check (Payable to NOA)

Name as it appears on credit card ________________________________
Account # __ __ __ __  __ __ __ __  __ __ __ __  __ __ __ __  Expiration Date  __ / __  Sec Code _______
Signature ____________________________________________________________
Billing Address ___________________________________________________________________________________
Email Receipt ___________________________________________________________________________________

Send payment to:
NOA, 1633 Normandy Ct., Suite A, Lincoln, NE 68512
Email: noa@assocoffice.net | Fax: (402) 476-6547

Cancellation policy: A refund, less $25 administration fee, will be given for all written requests received by the NOA office through September 5, 2016. Refund requests received after September 5 will be reviewed by the NOA Board. All refunds will be mailed within 30 days after the convention.
## Friday September 23, 2016 - Registration 1:00 pm - 5:00 pm

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>1:00 pm</td>
<td><strong>The Ultimate Practice (1 hr)</strong> - Lynn Lawrence - (1 hr) PM (CPC/ABO/NCLE)</td>
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<tr>
<td>2:00 pm</td>
<td><strong>Put A Lid On It (1 hr)</strong> - Lynn Lawrence - C (CPC/CPOC/ABO/NCLE)</td>
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<td></td>
<td><strong>The Science of Blue Light - Protecting Your Patients In A Digital World (1 hr)</strong> - Valerie Manso, ABOC, FNAO - O</td>
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<td></td>
<td><strong>All I Want Are Contacts (1 hr)</strong> - Jill Luebbert - CL (CPC)</td>
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<td></td>
<td><strong>Learn About Yourself And Others With Real Colors © (2 hrs)</strong> - Lindsay Kruse (CPC)</td>
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<td>Limit to first 24 people</td>
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<tr>
<td>2:50 - 3:00 pm</td>
<td>Networking Break</td>
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<tr>
<td>3:00 pm</td>
<td><strong>Social Media (2 hrs)</strong> - Rick Guinotte &amp; Kirk Kastens - PM</td>
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<td></td>
<td><strong>What Is A Cataract? (1 hr)</strong> - Lynn Lawrence - C (CPC/CPOC/ABO)</td>
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<td></td>
<td><strong>Implementing A Blue Light Practice (1 hr)</strong> - Valerie Manso, ABOC, FNAO - O</td>
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<tr>
<td>4:00 pm</td>
<td><strong>Improving Office Efficiencies (1 hr)</strong> - Jill Luebbert - PM (CPC)</td>
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<td><strong>Contact Lens Parameters &amp; Ordering (1 hr)</strong> - Lynn Lawrence - CL (NCLE, CPC)</td>
</tr>
<tr>
<td>5:00 - 8:30 pm</td>
<td>Exhibit Hall and Buffet</td>
</tr>
<tr>
<td>9:00 pm - 12:00 am</td>
<td>Hospitality Rooms - LaQuinta Inn &amp; Suites</td>
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## Saturday September 24, 2016 - Registration 7:30 am - 5:00 pm

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td><strong>Ocular Anatomy via Cow Eye Dissection (2 hrs)</strong> - Dr. Corey Langford &amp; Dr. Rusty Crotty - CL (CPC)</td>
</tr>
<tr>
<td>9:00 am</td>
<td><strong>Vision Therapy (1 hr)</strong> - Dr. Will Ferguson - C (CPC)</td>
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<td></td>
<td><strong>Selling Sunwear All Year Long (1 hr)</strong> - Valerie Manso, ABOC, FNAO - O</td>
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<tr>
<td></td>
<td><strong>The Final Front Tear (2 hrs)</strong> - Lynn Lawrence - C (CPC/CPOC/ABO/NCLE)</td>
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<tr>
<td>10:00-10:15 am</td>
<td>Networking Break</td>
</tr>
<tr>
<td>10:15 am</td>
<td><strong>Glaucma &amp; OCT Interpretation (2 hrs)</strong> - Dr. Janet Fett (CPC)</td>
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<td></td>
<td><strong>I Can’t See (1 hr)</strong> - Jackie O’Keefe - O (ABO, CPC)</td>
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<td></td>
<td><strong>It Is Time-Digital Lenses Should Be The Norm (2 hrs)</strong> - Valerie Manso, ABOC, FNAO - O</td>
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<td></td>
<td><strong>The Eye What A Trip! (2 hrs)</strong> - Jill Luebbert - C (CPC/CPOC)</td>
</tr>
<tr>
<td>11:00 am</td>
<td><strong>Third Party 101 - (1 hr)</strong> - Dr. Ed Schneider - PM (CPC)</td>
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<tr>
<td>12:15 - 1:30 pm</td>
<td>Annual Business Meeting &amp; Luncheon</td>
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<tr>
<td>1:30 pm</td>
<td><strong>Third Party Update - (1 hr)</strong> - Dr. Ed Schneider - PM, CD</td>
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<td><strong>Eyewear Adjustments (2 hrs)</strong> - Jackie O’Keefe - O (ABO, CPC)</td>
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<td></td>
<td><strong>How To Achieve Reliable Visual Fields (1 hr)</strong> - Jill Luebbert - C (CPC)</td>
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<td><strong>How High Is Your Index? (1 hr)</strong> - Valerie Manso, ABOC, FNAO - O</td>
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<tr>
<td>2:30 pm</td>
<td><strong>Team Work (2 hrs)</strong> - Rick Guinotte &amp; Kirk Kastens - PM</td>
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<td></td>
<td><strong>Why They Need More Than One Pair (1 hr)</strong> - Valerie Manso, ABOC, FNAO - O</td>
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<tr>
<td>3:30-3:45 pm</td>
<td>Networking Break</td>
</tr>
<tr>
<td>3:45 pm</td>
<td><strong>Diabetes - A Disease With Far Reaching Implications (1 hr)</strong> - Valerie Manso, ABOC, FNAO - C (CPC/CPOC)</td>
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<tr>
<td>4:45 pm</td>
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<tr>
<td>5:00 - 6:30 pm</td>
<td>Reception/Awards Program</td>
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<tr>
<td>6:30 - ???</td>
<td>Dinner/Football Game</td>
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## Sunday, September 25, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>7:00 - 7:45 am</td>
<td>Inspirational Breakfast</td>
</tr>
<tr>
<td>8:00 - 10:00 am</td>
<td><strong>Front Desk Do’s And Don’ts (2 hrs)</strong> - Valerie Manso, ABOC, FNAO - PM</td>
</tr>
<tr>
<td>10:00 - 11:00 am</td>
<td><strong>Generation Y: Know Your Patient (1 hr)</strong> - Valerie Manso, ABOC, FNAO - PM (CPC)</td>
</tr>
<tr>
<td>11:00 pm</td>
<td>Para Board Meeting</td>
</tr>
</tbody>
</table>
Para Instructors & Courses

Rusty Crotty, O.D.
Dr. Crotty graduated with honors from Northeastern State University Oklahoma College of Optometry in 2013. He served as his class president for each of the 4 years. His research project was published in “Optometry and Vision Science” in 2013. Upon graduation he returned to his hometown of Auburn, Nebraska, becoming a partner at Lifetime Vision Center with Dr. Darren Wright and his now retired father, Dr. John Crotty. He is an alumnus of the University of Nebraska Lincoln and an avid Cornhusker fan. He is also a graduate of the NOA leadership program.

Dr. Crotty and his wife, Bobbie, have been married since 2011. They met working together as opticians at Eyecare Specialties in Lincoln and are excited to be expecting their first baby, a girl, in November of this year.

Corey Langford, O.D.
Dr. Langford graduated Summa Cum Laude from the Pennsylvania College of Optometry in Philadelphia. After graduation, he completed an optional year of training with ophthalmologic specialists in Philadelphia. He moved to Omaha in 2002 and purchased Graves Vision Clinic, which became Omaha Eye Care. In 2008 Dr. Langford merged his practice with Omaha Primary Eye Care. He is a native of Beatrice, NE and alumnus of the University of Nebraska at Kearney. Dr. Langford served as NOA President in 2012.

Ocular Anatomy via Cow Eye Dissection (2 hrs) Limited to first 32 registrants
This course allows the participant the opportunity to have a hands-on look at eyeball anatomy through dissection. Small groups of participants will each have an eyeball at their table and be able to have hands-on instruction.

Will Ferguson, O.D.
Dr. Ferguson, received his Doctor of Optometry degree from Southern College of Optometry in Memphis, Tennessee. He states “There is a growing population of children suffering from learning-related visual disorders. It becomes difficult for these individuals to obtain information through their visual system and it puts them at a significant disadvantage when compared to their peers. Children in these situations lose one of the most powerful tools needed to be successful in life...opportunity. Developmental vision care is rewarding to me because it offers people the ability to overcome their visual inadequacies and open the door to a future full of possibility.”

In his free time Dr. Ferguson enjoys spending time with his wife and daughter, outdoor activities, attending sporting events, and reading books.

Vision Therapy (1 hr)
Vision Therapy is an often overlooked subspecialty of optometry. It is difficult to understand and even more difficult to implement as a service provided within a practice. This course is designed to help shed light on what vision therapy is, how it impacts your patients, and how to give an informed answer to the basic question of “What is vision therapy?” so that you may adequately inform your patients.

Janet Fett, O.D.
Dr. Fett is a 1987 graduate of The Ohio State University College of Optometry. She is a native of South Dakota, but has practiced in Nebraska since graduation. After graduation, she spent a year at the Omaha Eye Institute.

Since 1989 she has been in private practice in South Sioux City, with Drs. David Kincaid, Sharon Tharp and Dan Kincaid. She has served on the Nebraska Optometric Association Board for several years and served as President in 2001. Her practice is primary care, but she especially enjoys medical optometry and post-operative care. She has lectured to the Nebraska paras on various topics for many years.

Dr. Fett has been a long-time volunteer with the Special Olympics Opening Eyes.

When she is not at the office, she enjoys reading, genealogy and spending time with her daughters, family and friends, especially when they are at the family cabin on Lake Madison, South Dakota.

Glaucoma & OCT Interpretation (2 hrs)
This course is designed to enhance the education of the paras in the care of their patients with glaucoma. It will discuss the mechanism of the disease, along with how to diagnose, manage, treat and monitor the condition. In addition, documentation and regulatory issues regarding billing, coding and meaningful use will also be discussed.

Rick Guinotte
Rick has worked in the optometric field since 1989 – as a technician, optician, receptionist, manager, and as the territory director for 18 practice locations with $13.5 million in revenue and 120 employees.

In 2009, Rick left his position with one of the world’s leading frame manufacturers to become a consultant. Since then, he has worked with offices seeking growth and improved efficiencies, and he’s helped people improve their team atmosphere, put systems in place to increase cash flow, and set goals for their practice locations. Beyond that, he’s focused on helping his clients understand how to achieve and exceed the goals they’ve set.

Since 2010, Rick has worked with clients opening their first locations who have gone on to quickly exceed revenue expectations after opening. He’s helped clients relocate, add associates and develop exit strategies. He also gives presentations throughout the United States and Canada, sharing his insight and inspiring others.
Rick and his wife Debbie have three children. He enjoys hiking with his family and running marathons, having recently completed a half-marathon alongside his daughter.

Kirk Kastens
Kirk has worked in the optical industry since 1998, holding positions in private care practice as an office coordinator, and then as a consultant to private optometric practices.

He has spent the last 9 years consulting with more than 500 practices in the United States and Canada, sharing his expertise in Human Resources, Marketing, Operations and Financial Management with private care practice owners and paraoptometrics, in multi-practice training sessions, and through phone consultations.

In his consulting work, Kirk covers the broad spectrum of practice development, from putting together a business plan that fits a doctor’s goals to helping a staff member improve his or her ability to educate patients. His passion for the industry continues to grow as he works closely with practice owners to establish key processes critical to long-term success.

Kirk and his wife Cindy have three children. He enjoys watching their activities and staying competitive through golf and running 10Ks and half-marathons.

Tim Merrigan
Tim has worked in the optical industry since 1992. He has held various positions in both the corporate and private sectors of the optical industry. He has been responsible for managing as many as 29 offices, and he has overseen the development and implementation of a variety of operational processes and procedures.

In 2013, Tim left a private practice to become a consultant to help private practice optometrists. He has worked with more than 65 offices in the United States and Canada. Tim’s areas of expertise include human resource management, staff training and development, employee retention, accounting and budgeting, and adjusting cost of goods levels.

Tim has helped practices achieve success through financial controls, setting goals along with expectations and working with doctors on how to train and develop their team to meet those goals. “Everyone wants to be successful, we just sometimes need direction on how to get there,” Tim explains.

Before getting into the Optical Industry, Tim spent three and a half years refereeing for the Harlem Globetrotters. He has called a basketball game in over 70 countries and all 50 states. He says the jump from officiating to optical was a no brainer because everyone knows that referees have great eye sight. “I have never missed a call, just ask me!” says the former referee.

Social Media (2 hr)
This will be an interactive discussion on how to increase social media traffic for your practice. We will not only look at what is right but will look at examples of what to do and what not to do when delivering your marketing message.

Team Work (2 hr)
Do you have good team chemistry in your office? In this course we will review key elements in building a strong team and a great culture. We will also discuss the challenges of how to deal with a toxic team member.

Lindsay Kruse
Lindsay Kruse has been in the Optical Industry for 20 years. Within that time she has worked for both corporate and private providers. Her teaching experience ranges from the high school level to currently being the Corporate Trainer for EyeCare Specialties. While in this position she works to develop training curriculum for new hires, provide development opportunities for established staff, as well as teaching certification classes. Lindsay has been Real Colors Certified since 2013.

Learn About Yourself And Others With Real Colors ® (2 hrs)
This course will introduce Real Colors as a fun, interactive workshop that will provide the skills to better understand ourselves as well as human/patient behavior in general. Based on the theories of Meyer’s Briggs, the Real Colors’ tools are exciting, practical and memorable tools that bring temperament theory into real-life applications.

Lynn Lawrence, , CMSgt(ret), CPOT, ABOC, COA
Lynn E. Lawrence is currently a national lecturer and an ophthalmic technician for Mills Eye and Facial Plastic Surgery. Owner of SeeTheLight Consulting, LLC. An American Optometric Association, American Board of Opticianry, and Joint Commission for Allied Healthcare Personnel in Ophthalmology approved speaker. In 2009 he retired from the USAF after 30 years of service. During his military career he was promoted to the top 1% of the enlisted ranks to Chief Master Sergeant, and then assigned to the Army/Air Force Exchange Service Headquarters, Dallas, Texas as the Optical Program Manager. He oversaw quality control for 133 optical stores world-wide. He was also appointed by the Air Force Surgeon General as the Ophthalmic Career Field Manager where he oversaw 540 Optometry/Ophthalmology technicians at 90 locations around the world. He currently develops compliance materials and staff development materials. Lynn was 1 of 4 nationally recognized technicians selected to attend the Industry sponsored 2020 Summit where industry and optometry collaborated to overcome professional hurdles within optometry.

Lynn is a native of Saint Louis, Missouri. He graduated from Ritenour Senior High School, St. John, Missouri. He joined the Air Force’s delayed entry program in January 1979. He entered Basic Military Training School at Lackland AFB, Texas in August 1979. He is currently AOP volunteer for SECO International.
Para Instructors & Courses

Jill Luebbert, CPOT, ABOC

Jill Luebbert has been involved in paraoptometry for over 20 years. She is a full-time practicing paraoptometric. Jill is an AOA certified paraoptometric technician and ABO certified optician. She has served in the Nebraska Paraoptometric Section and the AOA Paraoptometric Section, serving in several positions including chair on several state and national committees including the InfantSEE Committee. She served as Section Editor of Optometry – Journal of the American Optometric Association, and is a regular contributor to Vision Care Product News. Jill speaks at state, regional and national meetings and is a member of the Essilor Speakers Bureau. Jill is also an independent ophthalmic trainer and instructor.

The Eye What A Trip! (2 hrs)
A pictorial journey through the eye, with explanations of the anatomy and visual system along the way. The course is designed to give a comfortable knowledge base of the anatomy of the eye to course attendees. Photos, models and hands-on give practical application.

How To Achieve Reliable Visual Fields (1 hr)
Visual field testing is an integral part of the vision assessment process. Performing the procedures accurately is critical. This course will guide the technician through the steps of performing accurate and repeatable visual fields.

All I Want Are Contacts (1 hr)
Performing a contact lens suitability can lay a solid foundation for a happy contact lens patient. This course will help you design a contact lens screening process to help with the contact lens candidate and to help ensure a proper contact lens selection.

Improving Office Efficiencies (1 hr)
From front desk to the exam lanes to the optical, everyone is responsible for keeping the office running at maximum efficiency. We will visit the in’s and out’s of time utilization, improving efficiencies in patient flow and maintaining inventory. What does it take to move your office efficiencies up another notch? We will show you the methods to improving your office efficiencies.

Valerie Manso, ABOC, FNAO

Valerie is the President of Manso Management Resources, Inc., a training and development company specializing in the ophthalmic industry. Additionally Valerie is Vice President of Sales and Education for BluTech Lenses and Director of Staff Education for OD Excellence.

As a 40+ year veteran of the optical industry, Valerie brings a wealth of expertise to her current roles and her training sessions.

The Science of Blue Light-Protecting Your Patients In A Digital World (1 hr)
This revolutionary workshop will uncover the dangerous trends and “unintended consequences” that are affecting both you and your patients in today’s 24/7 “Digital World.”

Implementing A Blue Light Practice (1 hr)
Many segments of the medical community have known for several years that exposure to blue light is a contributing factor to the development of Macular Degeneration; has a negative impact on our daily vision; and impacts our overall health and wellbeing. Our patients have heard the news and we must respond. This session provides a road map of tips to develop and implement a first class blue light practice.

Selling Sunwear All Year Long (1 hr)
From a patient’s perspective protection from harmful UV is a requirement all year long. From a patient’s perspective comfort in bright light situations and glare control is needed all year long. And, from your business perspective it is your responsibility to provide the products that meet and exceed your patients’ needs and wants.

Patient Communication & Sales Strategies (1 hr)
Today’s patients are more demanding and have higher expectations than ever before. The Baby Boomers are accustomed
Para Instructors & Courses

Jackie O’Keefe

Jackie O’Keefe, ABOC, is licensed in Virginia and has been practicing Opticianry since 1981. She is a contributing writer for Vision Care Product News, a Senior EDGE Consultant for Gateway Provider Network, on Essilor of America’s Speakers Bureau and consults in the Virginia Beach, VA area. She has written, published and presented numerous courses and lectures on a variety of optical topics. Jackie is a second generation Optician along with her two sisters and has been active in the International Association of Lions Clubs, a volunteer for Maine’s Prevention of Blindness Programs, Inc. and is on the speakers’ bureau for the Suicide Prevention Awareness & Resource Council. Jackie is Past President of the Opticians Association of Virginia and a founding member and Past President of the Opticians Association of Maine.

AR Treatments The Journey (1 hr)

Just when you begin to think that AR treatments have fully evolved, another development is born. Where did it all begin and where are we today? This course offers a great opportunity for eyecare professionals to catch up with today’s technological advancements in AR treatments and present this to the patient in a language he/she can understand.

I Can’t See (1 hr)

The most frustrating part of the day can be when your patient walks in the dispensary and declares...I can’t see! Let’s turn this potential negative encounter into a positive and productive one. This interactive course is a fun, problem solving one that investigates reasons why people return with problems and how we can prevent potential problems before they occur. This course is ideal for the new Eye Care Professional and a great reminder for the more seasoned ones as well.

Eyewear Adjustments (2 hrs)

There are days when a challenging frame adjustment can catch you off guard. Especially when you are in the middle of a busy day. It is important to have the proper knowledge and hand tools for a specific repair and equally important to possess the skills to use them. Each attendee will be given the opportunity to perform frame adjustments. This interactive and hands on course is ideal for those who wish to improve their motor skills, increase their confidence and offer better service to the patient.

Ed Schneider, O.D.

Dr. Schneider, a retired optometrist and past NOA President, has been NOA’s Third Party Consultant since 1999. He creates the monthly NOA Third Party Newsletter, maintains the NOA 3rd Party web page, responds daily to member queries, and speaks at optometric functions regarding insurance claims, medical records documentation, and quality of care. He has been involved in third party and licensing activities for over 30 years.

Third Party Update - (1 hr)

Dr. Quack’s annual review of new or revised 3rd party policies, rules, and regulations. Topics include PQRS, MIPS, reimbursement bonuses and penalties, Medicare B, Medicare DME, Medicaid, ICD-10, EHR, HIPAA, and coding.

Third Party 101 - (1 hr)

This presentation illustrates and explains the NOA 3rd Party Resources created by Dr. Quack for new licensees and for paras new to the 3rd party arena. It addresses questions such as: Who are the insurers in Nebraska? How do I evaluate Third Party plans? Should I be a provider? How do I enroll? What exam procedures do insurers require? What services & materials do they pay for? What documentation is required? What is coding and how do I do it? How do I file a claim? Where can I go for help?

to getting what they want when they want it. The Millennials have been taught by experience to be skeptical unless someone ‘unknown’ has made a recommendation. Just what are we service professionals supposed to do?

It Is Time-Digital Lenses Should Be The Norm (2 hrs)

It has been several years since the introduction of the first digitally produced progressives and single vision lenses. This session explores the vision benefits digital technology produces; why it is time our industry accepts and uses digital lenses as the norm; and tips on how to present digital lenses to each and every patient.

How High Is Your Index? (1 hr)

Today there is a proliferation of high index materials. Many opticians find this overabundance to be somewhat confusing. This session will provide the optician with the background knowledge to ask the ‘right’ questions, and the ability to analyze the answers to make an informed choice in meeting their customers’ needs.

Why They Need More Than One Pair (1 hr)

The visual world we inhabit becomes more and more complex every day. Assisting our patients in the selection for eyewear to meet the visual demands of their day to day lives must be the cornerstone of our dispensing practices.

Diabetes - A Disease With Far Reaching Implications (1 hr)

Diabetes is an endocrine (glandular) disease characterized by insufficient insulin production or the inability of body tissues to use insulin properly.

Front Desk Do’s And Don’ts (2 hrs)

The “Front Desk” is one of the most critical areas within the practice. Ensuring the correct message is sent to each and every potential patient is essential to the growth and success of the practice.

Generation Y: Know Your Patient (1 hr)

Generation Y is the single largest generational group that is 80 million strong. Relating to this generation is essential for ongoing business success. This session provides a look inside Generation Y; and recommendations for developing better business relationships with this very important demographic group.
Para Course Selection

Name: ____________________________

Please check the classes you would like to attend. Make a copy of this form and bring it with you to the convention for your reference.

Friday, September 23, 2016

1:00 - 2:00 pm
___ The Ultimate Practice - Lynn Lawrence (CPC/ABO/NCLE)

2:00 - 3:00 pm
___ Put A Lid On It - Lynn Lawrence (ABO)
___ The Science Of Blue Light Protecting Your Patients In A Digital World - Valerie Manso, ABOC, FNAO
___ All I Want Are Contacts - Jill Luebbert

2:00 - 4:00 pm
___ Learn About Yourself And Others With Real Colors - Lindsay Kruse

Limited to 24 people. Please list 2nd choice if class is full.

3:00 - 4:00 pm
___ Implementing A Blue Light Practice - Valerie Manso, ABOC, FNAO
___ What Is A Cataract? - Lynn Lawrence (CPC/CPOC/ABO)

3:00 - 5:00 pm
___ Social Media - Rick Guinotte & Kirk Kastens

4:00 - 5:00 pm
___ Improving Office Efficiencies - Jill Luebbert
___ Contact Lense Parameters & Ordering Principles - Lynn Lawrence (NCLE)

Saturday September 24, 2016

8:00 - 9:00 am
___ Vision Therapy - Will Ferguson, OD
___ Selling Sunwear All Year Long - Valerie Manso, ABOC, FNAO

8:00 - 10:00 am
___ Ocular Anatomy via Cow Eye Dissection - Corey Langford, OD & Rusty Crotty, OD

Limited to 32 people. Please list 2nd choice if class is full.

___ The Final Front Tear - Lynn Lawrence (CPC/CPOC/ABO/NCLE)

9:00 - 10:00 am
___ AR Treatments The Journey - Jackie O'Keefe (CPC)
___ Patient Communication & Sales Strategies - Valerie Manso, ABOC, FNAO

10:15 - 11:15 am
___ I Can't See - Jackie O'Keefe
___ Glaucoma & OCT Interpretation - Janet Fett, OD
___ It Is Time Digital Lenses Should Be The Norm - Valerie Manso, ABOC, FNAO
___ The Eye What A Trip! - Jill Luebbert (CPC/CPOC)

11:00 am - 12:00 pm
___ Third Party 101 - Ed Schneider, OD

12:15 - 1:30 pm
___ Para Luncheon

1:30 - 2:30 pm
___ Third Party Update - Ed Schneider, OD
___ How To Achieve Reliable Visual Fields - Jill Luebbert (CPC)
___ How High Is Your Index - Valerie Manso (CPC)

1:30 - 3:30 pm
___ Eyewear Adjustments - Jackie O'Keefe

2:30 - 3:30 pm
___ Why They Need More Than One Pair - Valerie Manso, ABOC, FNAO

2:30 - 4:30 pm
___ Team Work - Rick Guinotte & Kirk Kastens

3:45 - 4:45 pm
___ Diabetes - A Disease With Far Reaching Implications - Valerie Manso, ABOC, FNAO (CPC/CPOC)

5:30 – 6:30 pm
___ Reception/Awards

6:30 – 7:30 pm
___ Football Game/Tailgate - Price included in registration. Please let us know if you are attending for meal count.

Sunday, September 25, 2016

7:00 - 7:45 am
___ Inspirational Breakfast - Price included in your registration. Please let us know if you are attending for meal count purposes.

8:00 - 10:00 am
___ Front Desk Do's and Don'ts - Valerie Manso, ABOC, FNAO

10:00 - 11:00 am
___ Generation Y: Know Your Patient - Valerie Manso, ABOC, FNAO (CPC)

___ Football Game/Tailgate - Price included in registration. Please let us know if you are attending for meal count.

Paras: Please fill out both pages 12 & 13 when sending in your registration.
Para Registration

Nebraska Optometric Association 2016 Fall Convention
Younes Conference Center | Kearney, NE | September 23-25, 2016

Title: ☐ Paraoptometric ☐ NFCV ☐ Guest ☐ Optician (check one)
Name: __________________________________________ First Name for Badge: __________________________
Company: __________________________________________
Address: __________________________________________
City: ___________________ State: ______ Zip Code: ___________________
Work Phone: ___________________ Cell: ______________ Email: __________________________
Designation for Badge: ☐ CPO ☐ CPOA ☐ CPOT ☐ ABO
Is this your first year attending NOA Convention? ☐ Yes ☐ No
Employing OD(s): __________________________________________
Would you like to be a door monitor? ☐ Yes ☐ No

Fall Convention Registration - Paraoptometrics/Opticians
Complete the form below and indicate session choices on reverse. Registration includes all CE, breaks, Friday buffet, Saturday luncheon, Saturday awards & entertainment & Sunday breakfast.

Early Bird Registration (postmarked by August 30, 2016)
___ Registration Fee $130.00

Standard Registration (postmarked after August 30, 2016)
___ Registration Fee $145.00

Registration Fees $______________________

NFCV/Guest
NOTE: Registration includes all convention meal functions, including Saturday awards & entertainment. If you wish to take Para CE classes, you must register as a Paraoptometric and complete the back of this form. If not, complete the section below.

Early Bird Registration (postmarked by August 30, 2016)
___ Registration Fee $110.00

Standard Registration (postmarked after August 30, 2016)
___ Registration Fee $125.00

Additional Tickets
Saturday Lunch (guests) ________ @ $25.00
Saturday Evening Event (guests) ________ @ $35.00
Sunday Breakfast (guests) ________ @ $20.00

Additional Ticket Fees $______________________
Total Fees $______________________

Payment Method: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover ☐ Check (Payable to NOA)
Name as it appears on credit card __________________________
Account # _______________ _______________ _______________ _______________ Expiration Date __ / __ Sec Code _______
Signature ____________________________________________
Billing Address ____________________________________________
Email Receipt ____________________________________________

Send payment to:
NOA, 1633 Normandy Ct., Suite A
Lincoln, NE 68512
Email: noa@assocoffice.net | Fax: (402) 476-6547

Cancellation policy: A refund, less $25 administration fee, will be given for all written requests received by the NOA office through September 5, 2016. Refund requests received after September 5 will be reviewed by the NOA Board. All refunds will be mailed within 30 days after the convention.

Additional Ticket Fees $______________________
Total Fees $______________________
NOA Thanks Our Partners in Professionalism

Platinum Partners

- Nebraska Laser Eye Associates
- POC
- Pech Optical Corp.

Gold Partners

- Sutton Linder & Sutton
- Rite-Style Optical
- Walman Optical
- Johnson & Johnson Vision Care, Inc.

Silver Partners

- Omaha/Lincoln Eye & Laser Institute
- Envolve Benefit Options
Nebraska Optometry's Meeting

Registration Brochure
September 23-25, 2016
NOA Annual Convention
Younes Conference Center, Kearney, NE

Register by Aug. 30th for discounted pricing.