

[AnnualMeeting.ASCRS.org](http://AnnualMeeting.ASCRS.org)

# PROGRAM PREVIEW



**American Society of  
Ophthalmic Administrators  
(ASOA)**

**Technicians & Nurses**



# ASOA THANKS OUR 2020 STRATEGIC BUSINESS PARTNERS FOR THEIR SUPPORT

## Platinum Level



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# WELCOME

Colleagues,

Welcome to the 2020 ASOA Annual Meeting. Held in conjunction with the ASCRS Annual Meeting, this event provides an educational experience for everyone in your practice. As practice managers and administrators, you recognize the value that this preeminent meeting brings to your personal growth, your practice, and your patients. Each year ASOA raises the educational bar, providing exceptional opportunities for you to advance personally and professionally.

The 2020 ASOA Annual Meeting is focused on meeting the needs of ophthalmic practices, from small to large. Through the programming, the innovative learning formats, and the innumerable opportunities to network with your colleagues and peers, this meeting is designed to enrich your skills and professional knowledge while providing a rewarding, memorable event.

I'm delighted to share with you some of the aspects of the 2020 ASOA Annual Meeting that set it apart from any other professional convening:

- Two general sessions with entertaining Keynote Speakers including “Lead with Levity” presented by National Speakers Association Speaker Hall of Fame inductee, Karyn Buxman, RN, MS, CSP, CPAE and “No More Team Drama: Ending Gossip, Cliques, & Other Crap That Damage Workplace Teams,” led by the ever-popular Joe Mull
- 130+ practice management courses across 10 learning pathways
- Two sets of 90-minute roundtables with COE credits
- Industry sponsored Lunch and Learns
- Networking opportunities
- Consultants on Call throughout the event

ASOA designed this 2020 Annual Meeting Program Preview to help you identify educational opportunities at a glance, so you can easily plan your time to align with your professional interests. Be sure to make the most of your time in Boston to take full advantage of this exceptional meeting. Plan to arrive Thursday to attend the Pre-Conference Deep Dives on Friday and stay through Tuesday to take advantage of additional programming.

On behalf of the ASOA leadership, we look forward to seeing you in Boston. The 2020 ASOA Annual Meeting promises to be an extraordinary event you won't want to miss!



**G. Thomas Brown, JD, COE**  
2020 ASOA Annual Meeting Program Chair

# 2020 ASOA ANNUAL MEETING

## THE 2020 ASOA ANNUAL MEETING: LEARNING

Featuring exceptional education within a nurturing, comfortable environment, this meeting transforms the educational experience into an extraordinary peer-to-peer knowledge-sharing event. Attendees consistently rank the ASOA programming as best-in-class. The hands-on learning opportunities, interactive session formats, and the depth of topic coverage provide attendees a rich, expansive learning experience that yields insights and information to improve business practices and the patient experience from beginning to end.

The American Society of Ophthalmic Administrators (ASOA) empowers ophthalmic leaders to elevate the business of ophthalmology through education, innovation, support, and collaboration. This year, ASOA offers more than 130 educational courses covering an array of topics essential to effective practice management. These topics include MACRA and MIPS, coding, reimbursement, human resources, health information technology, marketing, business operations and many other strategies for successful practice management. This preview program lists courses by day and knowledge pathway, allowing attendees to easily see at a glance all the courses in a knowledge pathway on a given day. This design also provides practice leaders with an effective way to educate staff on topics that directly affect their work.

## ASOA PROGRAM: JOINT REGISTRATION

The 2020 meeting offers a joint registration category for those interested in attending both the ASOA and Technicians & Nurses programs. Crossover is easy because the programs are just an escalator ride away. Crossover between the ASOA Annual Meeting and Technicians & Nurses program is only permitted for those registered in the joint registration category.

## ASOA PROGRAM: HANDOUTS

Course handouts for the ASOA Annual Meeting will be provided via the ASCRS ASOA Meetings App and online beginning in April 2020. To properly plan and prepare, please print or download the handouts for the sessions you will attend from the meeting website in advance. Printing of handouts will NOT be available onsite.



# ASOA SCHEDULE AT A GLANCE

WEDNESDAY, MAY 13	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	7:00 p.m.	8:00 p.m.	9:00 p.m.
Registration																
THURSDAY, MAY 14	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	7:00 p.m.	8:00 p.m.	9:00 p.m.
Registration																
FRIDAY, MAY 15	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	7:00 p.m.	8:00 p.m.	9:00 p.m.
Registration																
Pre-Conference Deep Dives*																
Certified Ophthalmic Executive (COE) Review, Part 1*																
SATURDAY, MAY 16	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	7:00 p.m.	8:00 p.m.	9:00 p.m.
Registration																
Exhibit Hall																
Opening General Session																
Roundtables																
Networking and Engagement Lounge																
COE Review, Part 2*																
Practice Management Courses																
ASCRS and ASOA Welcome Party																
SUNDAY, MAY 17	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	7:00 p.m.	8:00 p.m.	9:00 p.m.
Registration																
Exhibit Hall																
Networking and Engagement Lounge																
Practice Management Courses																
ASOA Celebration																
MONDAY, MAY 18	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	7:00 p.m.	8:00 p.m.	9:00 p.m.
Registration																
Exhibit Hall																
Monday General Session																
Roundtables																
Networking and Engagement Lounge																
Practice Management Courses																
TUESDAY, MAY 19	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	7:00 p.m.	8:00 p.m.	9:00 p.m.
Registration																
Networking and Engagement Lounge																
Practice Management Courses																
COE Exam**																

Subject to change

\*Separate registration and fee apply

\*\*Must register by May 4, 2020. No onsite registrations allowed.





# JOIN US

6:30 A.M., Sunday, May 17, Boston



**Register at**  
[www.runforsight5k.com](http://www.runforsight5k.com)  
or visit the  
**Johnson & Johnson Vision**  
**Booth #1547**

Your Run for Sight participation helps provide humanitarian eye care through ASCRS Foundation programs and partnerships around the world. This year, the ASCRS Foundation will provide free eye care to more than 25,000 patients in the United States and abroad.

[ascrsfoundation.org](http://ascrsfoundation.org)

# ASOA PROGRAM

FRIDAY MAY 15

**FRIDAY MAY 15 | 8:00 A.M. – 5:30 P.M.**

## **ASOA Pre-Conference Deep Dives\***

Plan your trip to attend Friday's not-to-miss ASOA Pre-Conference Deep Dives covering a variety of topics. Registration is now open.

**8:00 A.M. – 5:00 P.M.**

### **Human Resources – What Practice Leaders Need to Know**

This intensive and interactive HR course focuses on topics that practice leaders need to understand in order to succeed, including:

- Developing High Performing Teams
- Employee Engagement and Retention
- Recruiting: Finding Talent in Today's Employment Market
- A Fresh Approach to Performance Management
- The Employee Experience
- Legal Hot Topics

**8:00 A.M. – 5:00 P.M.**

### **Dale Carnegie Leadership Training**

#### **Part 1: How Great Organizations Create a Culture of Leadership**

You can recognize an engaged organization from a mile away. Client service is on point, employees are proud, and most importantly the organization is beating their competition. You see it, you feel it, and you hear it. In these successful organizations, employees take initiative, drive innovation, speak up and do their best. It is the company culture.

This workshop will focus on how leaders can build a culture of leadership. This workshop is unique because it leverages Dale Carnegie's research to provide attendees with specific ideas and insights that can help make the most impact while developing a winning culture.

#### **Part 2: How to Coach Employees to Peak Performance**

This workshop teaches attendees the skills needed to help each employee become as successful as possible, discover abilities they didn't think they had and raise the bar on performance.

As a supervisor or manager, your most productive time to motivate success is in your scheduled one-on-one's or those chance one-on-one's that occur during the day. This is the time when you have an employee's full attention and you can speak openly and candidly. Yet so many supervisors waste these precious moments in random conversation because they lack the skills to turn these conversations into behavior change opportunities. Learn how to approach these meetings with a coaching agenda that will drive individual, team, and corporate success.

**8:00 A.M. – 5:00 P.M.**

### **Growing as a Mid-Level Manager**

Are you a manager, supervisor, or lead wanting to expand your knowledge in your role and of the practice in general? Would you like to explore the "I don't know what I don't know" aspects of management? If so, you don't want to miss this new ASOA Pre-Conference Deep Dive! This full day, experiential and interactive workshop will focus on essential areas of knowledge to grow as a mid-level manager.

**8:00 A.M. – 5:30 P.M.**

### **Certified Ophthalmic Executive (COE) Review, Part I**

Prepare for the Certified Ophthalmic Executive (COE) Exam in Part One of this two-day deep dive that touches on each of the six exam knowledge domains and is one of several recommended COE study resources. Attendance does not guarantee passage of the COE Exam.

**10:00 A.M. – 3:00 P.M.**

### **ASOAnalytics User Group Workshop**

#### **Session 1 (10am – Noon)**

Analytics 101: Designed for those new to benchmarking and interested in learning more about ASOAnalytics. Attendees will receive hands-on data entry instruction in the areas of Practice Demographics and Provider Productivity. Attendees should bring their laptops to participate in real-time data entry and analysis. This complimentary session is open to current ASOAnalytics subscribers and non-subscribers.

#### **Session 2 (1pm – 3pm)**

Analytics 201: Designed with the experienced ASOAnalytics.com user in mind. Attendees will receive hands-on benchmarking instruction and will have an opportunity to network with experienced ASOAnalytics subscribers from other practices that also use ASOAnalytics. Ample time will be provided to answer questions about how to interpret your practice results so attendees should complete all available ASOAnalytics surveys prior to the workshop and bring their laptop and any specific questions as well as best practices with them. Attendees must have an ASOAnalytics subscription active through 5/31/2020.

\*Seating is limited. Separate registration fees apply. Registration for the 2020 Annual Meeting is required.

Visit [annualmeeting.ascrs.org](https://annualmeeting.ascrs.org)  
for up to date programming information  
and registration details.



# ASOA PROGRAM

SATURDAY MAY 16

SATURDAY MAY 16 | 9:00 A.M. - 5:00 P.M.



9:00 - 10:30 A.M.

## ASOA Opening General Session

Lead with Levity

Karyn Buxman, RN, MS, CSP, CPAE

Successful people—in business, politics and life in general—have something in common: they understand that humor is an important trait for effective leaders. Ronald Reagan was a master at using humor on the world stage; the characters in M\*A\*S\*H used humor to retain their sanity amid horrendous conditions; and you can learn how to use humor effectively in your daily work lives. Properly used, humor is a dynamic strategy that strengthens resilience, enhances communication, and increases engagement. Karyn uses (hysterical) personal anecdotes, (solid) medical research, and (practical) tips to help you enhance your humor skills in the service of better leadership. This session does not qualify for COE or CME credit.

10:30 A.M. - 12:00 P.M.

### ASOA Roundtables

**NEW** for 2020, the ASOA Roundtables are expanded to 90 minutes and are eligible for COE credit to allow for in-depth discussions on a variety of topics including benchmarking, human resources, coding and beyond.

11:30 A.M. - 1:15 P.M.

### Lunch & Learn: Miscellaneous J-codes: Removing Barriers and Building Confidence. Presented by Allergan

This session will address reimbursement and practice operations as it pertains to miscellaneous J-codes. Learn about procurement avenues such as buy and bill and specialty pharmacy options. Explore best practices to evaluate your reimbursement processes, billing, coding and payer coverage procedures while removing barriers and providing better care for your patients.

Seating is limited. Pre-registration required.

1:00 - 5:30 P.M.

### Certified Ophthalmic Executive (COE) Review, Part 2\*

Prepare for the Certified Ophthalmic Executive (COE) Exam in Part Two of this two-day deep dive that touches on each of the six exam knowledge domains and is one of several recommended COE study resources. Attendance does not guarantee passage of the COE Exam.

\*Seating is limited. Separate registration fees apply.

1:30 - 5:00 P.M.

### Practice Management Courses

Choose from more than thirty practice management courses covering a variety of topics that will help advance your professional development in support of advancing your practice.

#### ASOA FEATURED SESSIONS

**Health IT in Your Practice: What You Need to Know to Optimize Health IT on Care Delivery and Patient Outcomes**  
Instructor: Cathi Lyons, MHA, COE, COT

**2020 Legislative and Regulatory Affairs Update**  
Instructor: Nancey McCann

#### ASOA ADVANCED ADMINISTRATOR

**Developing a Culture Task Force to Engage and Empower Staff**  
Instructor: Janna Mullaney, COE

**Superior Middle Managers: Every Top Administrator's Secret to Success**  
Instructor: Corinne Z. Wohl, MHSA, COE



# ASOA PROGRAM

SATURDAY MAY 16

## ASOA BUSINESS MANAGEMENT

### **Adding a Nurse Practitioner or Physician Assistant to Your Ophthalmology Practice**

Instructor: Jonel L. Gomez, DNP, MSN, COE, CRNO

### **Harnessing Emotional Intelligence for Management Success**

Instructor: Janna Mullaney, COE

### **Ophthalmology Practice Buy-Ins and Valuations**

Instructor: Mark E. Kropiewnicki, JD, LLM

### **Survive and Thrive by Being Prepared for Reimbursement Reductions**

Instructor: Corinne Z. Wohl, MHSA, COE

## ASOA CODING AND BILLING

### **Co-Management: How to Document and Bill for It Properly**

Instructor: Paul M. Larson, MBA, COE, COMT

### **Impact of Documentation on Coding and Billing Process**

Instructor: Deborah A. Davis, COE

### **Medicare Update: A 2020 View of Changes**

Instructor: E. Ann Rose, FASOA

## ASOA HUMAN RESOURCES

### **Coaching Versus Termination: When to Inspire and When to Fire**

Instructor: Savory A. Turman, COMT, OCS

### **The Big "E" - Employee Experience**

Instructor: Susan DeGroot, MBA

### **What Great Managers Do Differently**

Instructor: Deborah A. Davis, COE

## ASOA LEADERSHIP AND STRATEGIC MANAGEMENT

### **Audio Alchemy: How to Transform Difficult Conversations into Relationship Builders**

Instructor: Savory A. Turman, COMT, OCS

### **Consolidating Sales Team Functions: Building Culture and Improving Sales**

Instructor: Dallas Logan, MBA

### **Culture: Your Practice's Superpower**

Instructor: Myra N. Cherchio, COMT, COE

### **Physician Recruitment: The Danger Zones, Strategies, and Successes!**

Instructor: Jill B. Maher, MA, COE

### **So, You Had a Bad Day: Understanding How to Break Down Clinic Flow, Technician Resources, and Equipment Utilization to Diagnose Your Problem**

Instructor: Amanda P. Mestler, COT

### **Training When You Don't Have Time to Train**

Instructor: Jacqueline Whinery, CCRC, COA

## ASOA MARKETING AND BUSINESS DEVELOPMENT

### **Connecting Versus Collecting: Teaching Your Staff to Ask, Listen, and Learn**

Instructor: Christine N. Lapointe

### **Diversification: The Key to Digital Success**

Instructor: David W. Evans, PhD, MBA

### **Eight Proven Tips to Decreasing Patient No-Shows in Your Clinic**

Instructor: Michael C. King, BSN

### **Leveraging the Top Social Platforms for Practice Growth**

Instructor: Tamara Evans, MS

### **Maximizing Your Cataract Patient Experience**

Instructor: Ben Seals, MBA

### **Patient Readiness for the Cataract Patient: The Next Step in Patient Engagement**

Instructor: Christine N. Lapointe

### **Your Online Reputation = Your Practice Revenue**

Instructor: David W. Evans, PhD, MBA

## ASOA RISK MANAGEMENT AND COMPLIANCE

### **Co-Management Clarity Clinic**

Instructor: Laurie K. Brown, MBA, COMT, COE, CPMA

### **Conducting Internal Chart Audits: Keeping Your Practice on Track**

Instructor: Laurie K. Brown, MBA, COMT, COE, CPMA

### **Requests for Medical Records: How Hard Can It Be?**

Instructor: Ellen Adams, MBA

## ASOA SUB-SPECIALTIES (AMBULATORY SURGERY CENTER, OPTICAL, RETINA, COSMETICS, HEARING, ETC.)

### **Everything You Need to Know When the Surgeon Starts Doing Minimally Invasive Glaucoma Surgery (MIGS)**

Instructor: Michael D. Greenwood, MD

### **OR Nurses: We Need Them NOW, but HOW?**

Instructor: Regina S. Boore, RN, MS, BSN, CASC

### **Top Three Financial Mistakes You're Making in Optical... And How to Correct Them**

Instructor: Mary A. Walker, COE

# ASOA PROGRAM

SUNDAY MAY 17

**SUNDAY MAY 17 | 8:00 A.M. – 5:00 P.M.**

**8:00 - 11:30 A.M. AND 1:30 - 5:00 P.M.**

## Practice Management Courses

Choose from more than fifty practice management courses covering a variety of topics that will help advance your professional development in support of advancing your practice.

### ASOA FEATURED SESSION

#### 2020 MIPS - What You Need to Know to Be Successful

Instructor: Nancey McCann

### ASOA ADVANCED ADMINISTRATOR

#### Are Your Clinic Managers Growing Your Clinical Staff?

Instructor: Amanda P. Mestler, COT

#### Communicate to Innovate

Instructor: Patti Barkey, COE

#### Five Steps to Make Your Office Recession Ready

Instructor: Ryan J. Miller

#### Managing Through a Cash Crisis

Instructor: Jonel L. Gomez, DNP, MSN, COE, CRNO

#### Practice Administrator Burnout: Prevention and Resilience Development

Instructor: Craig N. Piso, PhD

### ASOA BUSINESS MANAGEMENT

#### 10 Steps to a Phenomenal Patient Experience: Customer Service Secrets for the Eye Care Team

Instructor: Sharon C. Alamalhodaiei, COMT, OCS

#### All Your Operations Questions Answered... By Your Peers!

Instructor: Anna K. Maddela

#### EyeCareToday: An Innovative Approach to Same-Day Access to Eye Care

Instructor: Abigail K. Ault, DNP

#### Moving the Needle on Practice Operations

Instructor: Elizabeth Monroe, MA, CPSS, PHR, COE

#### Operation: Patient Experience

Instructor: Savory A. Turman, COMT, OCS

#### Practice Revenue: It Takes a Village!

Instructor: Sondra Hoffman, COE, CPC, CMPE

#### Refractive Co-Management: A Case Study with Vance Thompson Vision

Instructor: Cindy K. Haskell, COE

#### Take Home More of What You Make: Tax Reduction 101 for Practices

Instructor: David Mandell, JD, MBA

### ASOA CODING AND BILLING

#### My Claims Are Being Denied: How to Analyze, Prevent, and Appeal

Instructor: Paul M. Larson, MBA, COE, COMT

#### New Twists in Telemedicine

Instructor: Paul M. Larson, MBA, COE, COMT

#### Self-Pay and Patient Collections Strategies

Instructor: Lovell D. Davis, MHA, CPC

#### The Surprising Ways Everyone Touches the Billing Process

Instructor: Lindsay Stratton, MHA, OCS

#### What You Don't Know CAN Hurt You: Responding to RAC, TPE, and UPIC Audits

Instructor: Ellen Adams, MBA

### ASOA EHR AND HEALTH INFORMATION TECHNOLOGY

#### Cybersecurity: Surviving Today's World of Hackers

Instructor: Gerald E. Meltzer, MD, MHA, ABO

#### Dark Side of EHRs - Medical Liability

Instructor: Gerald E. Meltzer, MD, MHA, ABO

#### Do I Stay or Do I Go: Evaluating PM & EMR Systems to Determine Need for Change

Instructor: Gretchen W. Kimble, JD, COE

#### HIPAA and You: Staying Out of Trouble with the Feds

Instructor: Gerald E. Meltzer, MD, MHA, ABO

#### I Am Not Your Enemy, I Promise: Tales from an IT Director & HIPAA Compliance Officer

Instructor: Jessica C. O'Connor, OCS, COE, CPSS

### ASOA HUMAN RESOURCES

#### Coming Full Circle: Integrating the Generations in the Ophthalmic Workplace

Instructor: Jane T. Shuman, COT, COE, OCS

#### Drama Free Zone- How to Have Difficult Conversations at Work

Instructor: Patty K. Casebolt

#### Managing from a Position of Strength and Compassion - Two Case Studies

Instructor: Sharon C. Alamalhodaiei, COMT, OCS

#### Recruiting in Today's Market

Instructor: Laura Baldwin, RN

### ASOA LEADERSHIP AND STRATEGIC MANAGEMENT

#### Build Excellence: Multiply the Talent of Your Team

Instructor: Myra N. Cherchio, COMT, COE

# ASOA PROGRAM

SUNDAY MAY 17

## **Creating a Culture of Leadership**

Instructor: Laura Baldwin, RN

## **Emerging Technology and Physician Practices**

Instructor: Ryan S. Johnson, JD

## **Leading Through Change**

Instructor: Amy L. White, MS

## **Ophthalmic Practice Management Trends: 2020 to 2025**

Instructor: John B. Pinto

## **RX for Providers: Life-cycle Models Beyond Private Equity**

Instructor: Isabelle Bibet-Kalinyak, JD, MBA

## **Strategic Planning: The Most Critical Success Factor Few Embrace**

Instructor: Philip W. Isham, COE

## **Thanks a LATTE!: Resolving Conflicts with Warmth, Strength, and Engagement**

Instructor: Jessica C. O'Connor, OCS, COE, CPSS

## **The Best Day of My Life...A Step-by-Step Guide to Same-Day Cataract Surgery**

Instructor: Sarah Ludens, RN

## **The Making of a Clinical Supervisor**

Instructor: Jane T. Shuman, COT, COE, OCS

## **ASOA MARKETING AND BUSINESS DEVELOPMENT**

### **“Cataract Surgery Lunch & Learn” - A Proven Success Formula to Put Them Together and Fill Every Seat in the House!**

Instructor: Kathleen A. Otto, COA

### **“Hey, Alexa,” How to Master Voice-Search Marketing**

Instructor: Joshua C. Talkington

### **2020 Online Marketing Update: Five Critical Changes to Make Today**

Instructor: Ryan J. Miller

### **Cut ‘Em or Coach ‘Em: Get Your Counselors Right**

Instructor: Kurtis L. Wankier

### **Grow Your Cataract Practice with Surgical Options**

Instructor: Kevin J. Corcoran, COE, CPC, CPMA

### **How to Maximize Your Cataract Revenue in a Time of Limiting Reimbursements**

Instructor: Kelsey Vaughan

### **Human-to-Human Approaches with Patient Engagement**

Instructor: Michelle L. Pelletier

### **Maximizing Your Cataract Surgery Marketing**

Instructor: Michael J. Dobkowski, MBA

### **Motivating Cataract Patients: Why & How to Deliver Education**

Instructor: Joshua C. Talkington

## **ASOA RISK MANAGEMENT AND COMPLIANCE**

### **Battle of the Experts: Compliance and Reimbursement Challenges**

Instructor: Allison Shuren, MSN, JD

### **From Audit to Awesome!**

Instructor: Sondra Hoffman, COE, CPC, CMPE

### **Internal Chart Auditing: Part I**

Instructor: Mary Pat Johnson, COMT, COE, CPC, CPMA

### **Internal Chart Auditing: Part II**

Instructor: Mary Pat Johnson, COMT, COE, CPC, CPMA

### **Keeping You Up at Night: Key Compliance Risks Drawing Government and Whistleblower Scrutiny**

Instructor: Allison Shuren, MSN, JD

### **Medicare Benchmarks: How Do You Measure Up?**

Instructor: Kevin J. Corcoran, COE, CPC, CPMA

### **Mitigating Risk Offline and Online: An Action Plan for Medical Practice Leaders**

Instructor: Ryan J. Miller

### **Responding to Medicare Audits**

Instructor: John McInnes, JD, MD

## **ASOA SUB-SPECIALTIES (AMBULATORY SURGERY CENTER, OPTICAL, RETINA, COSMETICS, HEARING, ETC.)**

### **Best Practices for Cataract Procedures in an Office-Based Setting**

Instructor: Tina J. DiMarino, MSN, RN, CASC, CNOR

### **Enhancing Optical Operations**

Instructor: David Miller, MHA, COE, COA

### **Eyelid Surgery: Sorting Through the Controversies**

Instructor: Richard E. Roth, DO, ABO

### **Hearing and Aesthetics... The Good, Bad and the Ugly**

Instructor: Trish A. Daniels, RN, CPC, CCP

### **Nine Common Dispensary Management Mistakes**

Instructor: Arthur L. De Gennaro, ABO

### **Performing an Internal Optical Assessment**

Instructor: Allison J. Gilmore, MBA, COE

## **8:00 P.M. - 12:00 A.M.**

### **ASOA Celebration**

Don't miss an opportunity to connect with old friends and make new ones! To be held at the Royale, one of the longest standing fixtures in the city's nightlife, the ASOA Celebration is an annual event that brings colleagues together for a fun-filled night of networking, socializing and dancing. Sponsored, in part, by CareCredit.

# ASOA PROGRAM

MONDAY MAY 18

MONDAY MAY 18 | 8:00 A.M. – 5:00 P.M.



8:30 – 10:00 A.M.

## ASOA Monday General Session

**No More Team Drama: Ending Gossip, Cliques, & Other Crap That Damage Workplace Teams**

Joe Mull

New for 2020, a second plenary session will be held on Monday! Keynote speaker Joe Mull, accomplished author and spirited orator, will bring his popular book, “No More Team Drama: Ending the Gossip, Cliques, & Other Crap That Damage Workplace Teams” to life during this engaging and entertaining session. This session is eligible for COE and CME credits.

Gossip. Infighting. Complaints. Cliques. Drama is what occurs when team members aren’t given the tools or support they need to rise above stress, selfishness, and disagreements. Team drama wreaks havoc on organizational health. It damages morale, productivity, engagement, and retention. Drama leads to customer complaints, lost revenue, and a talent exodus. It also sucks the life out of every manager it touches, monopolizing their time and obliterating their spirit. This is why leaders at every level, in every industry, have a duty to build team unity and prevent team drama.

This program, based on Joe’s newest book, describes exactly how to transform a group of employees into a band of collaborators committed to working hard, getting along, and wowing customers.

10:00 - 11:30 A.M.

### ASOA Roundtables – NEW in 2020

Additional ASOA roundtables are offered to complement the topics covered during Saturday’s roundtables and are eligible for COE credit. Each will be 90 minutes to allow for in-depth discussions.

1:30 - 5:00 P.M.

### Practice Management Courses

Choose from more than thirty practice management courses covering a variety of topics that will help advance your professional development in support of advancing your practice.

### ASOA FEATURED SESSION

**2020 MIPS - What You Need to Know to Be Successful (Repeat)**

Instructor: Nancey McCann

### ASOA ADVANCED ADMINISTRATOR

**A Win-Win: Reducing the Burden of Time and Cost for Cataract Patients and Implementing Efficiencies that Benefit Patients, Doctors and Staff**

Instructor: Robert S. Stutman, OD, MBA

**Eight Key Success Strategies to Optimize Clinic Flow**

Instructor: Amanda P. Mestler, COT

**Leadership Development for Middle Managers**

Instructor: Hayley G. Boling, MBA, COE

**Streamlining Your Practice Operations for Success**

Instructor: Denise M. Koenes, MA, FACMPE

### ASOA BUSINESS MANAGEMENT

**How to Buy an Ophthalmic or Optometric Practice: Investing for the Long Run**

Instructor: Mark E. Kropiewnicki, JD, LLM

**Private Equity and the Ophthalmic Practice: An Introduction for Owners and Managers**

Instructor: Neil H. Ekblom, JD

**Private Equity in Ophthalmology: Real World Feedback from Physicians That Have Taken the Plunge**

Instructor: J. Matthew Owens, JD

**Using LEAN Six Sigma to Incorporate Practice Change**

Instructor: Savory A. Turman, COMT, OCS

### ASOA CODING AND BILLING

**Audits and Appeals Do Not Have to Be Scary**

Instructor: Kirk A. Mack, COE, COMT, CPC

**The Difference in What You CAN Bill and What You SHOULD Bill**

Instructor: Elizabeth H. Cifers, MBA, CPC

### ASOA HUMAN RESOURCES

**Can You Hear Me Now? - Listening as a Strategic Management Skill**

Instructor: Keith Casebolt

### ASOA LEADERSHIP AND STRATEGIC MANAGEMENT

**Conflict Negotiation Tools**

Instructor: Renee R. Mitzel, COE



# ASOA PROGRAM

MONDAY MAY 18

## **Ethical Compass: What Role Do Ethics Play in Your Practice?**

Instructor: Parker Redman, JD, MA, COE

## **Getting Doctors on the Same Page: Ding, Ding, Round 1**

Instructor: Chris Albanis, MD

## **Private Equity Investors: Practice Life Cycle Match Made in Heaven?**

Instructor: Isabelle Bibet-Kalinyak, JD, MBA

## **Technician Training and Performance**

Instructor: Brittany H. Royster, COT, CPSS

## **We Are Family: Staying Connected Across Multiple Locations**

Instructor: Susan DeGroot, MBA

## **ASOA MARKETING AND BUSINESS DEVELOPMENT**

### **Beyond the CE Event: Novel Approaches to Help Your Marketing Team Expand Your Optometric Referral Network and Prevent Referral Loss**

Instructor: Sean Hanlon, MBA

### **How to Take the FRICTION Out of Patients' Interactions with Your Refractive Practice**

Instructor: Michael W. Malley, MA

### **Making Your Practice Clinical Trial Ready**

Instructor: Polly Neely

### **Next Generation Social Marketing**

Instructor: Tamara Evans, MS

### **Set New Revenue Records! Maximize Lead Conversion, Counselor Performance, and Surgical Volume**

Instructor: Kurtis L. Wankier

### **Who Successfully Counsels and Closes Your Refractive Cataract Surgery?**

Instructor: Stacey S. Koch, ABO

## **ASOA RISK MANAGEMENT AND COMPLIANCE**

### **Compliance Challenges in the Busy Retina Practice**

Instructor: William T. Koch, COA, COE, CPC

### **Creating the Best Compliance Calendar for Your Practice: How an Attorney-Turned-Ophthalmic Administrator Addresses Annual Compliance**

Instructor: Parker Redman, JD, MA, COE

### **If You've Seen One Audit You've Seen Them All... Not Exactly**

Instructor: William T. Koch, COA, COE, CPC

### **Managing to Stay Out of Court 2020: Risk Management for the Busy Ophthalmic Practice**

Instructor: Neil H. Ekblom, JD

## **ASOA SUB-SPECIALTIES (AMBULATORY SURGERY CENTER, OPTICAL, RETINA, COSMETICS, HEARING, ETC.)**

### **Corporate Agreements for Your Practice, ASC, Optical, and Real Estate: What Should These Documents Say?**

Instructor: Daniel M. Bernick, JD, MBA

### **How to Improve Your Practice's Capture Rate**

Instructor: Arthur L. De Gennaro, ABO

### **Seeing Double: Could You Grow Your Contact Lens Sales by Double Digits?**

Instructor: Ben Seals, MBA





# ASOA PROGRAM

TUESDAY MAY 19

**TUESDAY MAY 19 | 8:00 – 11:30 A.M.**

**8:00 - 11:30 A.M.**

## **COE Exam**

Qualified practice management professionals are invited to take the COE exam. Separate registration and fees apply. No onsite registration.

**8:00 - 11:30 A.M.**

## **Practice Management Courses**

Choose from a selection of practice management courses covering a variety of topics that will help advance your professional development in support of advancing your practice.

### **ASOA ADVANCED ADMINISTRATOR**

#### **Managing Difficult Physician Relationships**

Instructor: Craig N. Piso, PhD

### **ASOA BUSINESS MANAGEMENT**

#### **Increase Efficiency and Productivity with Better Practice Flow**

Instructor: Larry R. Brooks

#### **Optometric Production in Your Practice**

Instructor: Mary A. Walker, COE

### **ASOA LEADERSHIP AND STRATEGIC MANAGEMENT**

#### **AI and the Patient Experience: The Secrets Your Online Patient Reviews Are Telling You**

Instructor: Ryan Schumacher, MBA

#### **Using Coaching-Style Leadership for Employee Development**

Instructor: Rhonda S. Ellis, PhD

#### **Words Matter: Using Communications to Shape a Healthy Cultural Narrative**

Instructor: Craig N. Piso, PhD

### **ASOA MARKETING AND BUSINESS DEVELOPMENT**

#### **A Look into Website Compliance: ADA & HIPAA**

Instructor: Jamieson Webking

#### **How to Increase Your Surgical Volume by Crafting an Ideal Patient Journey**

Instructor: Michael C. King, BSN

#### **Keeping Your TEAM Engaged, Happy, and Productive**

Instructor: Lisa Chmura

#### **Meet the “New” Word of Mouth... Social Media! How, Who, What, When, Where, and WHY?**

Instructor: Chris Albanis, MD

### **ASOA RISK MANAGEMENT AND COMPLIANCE**

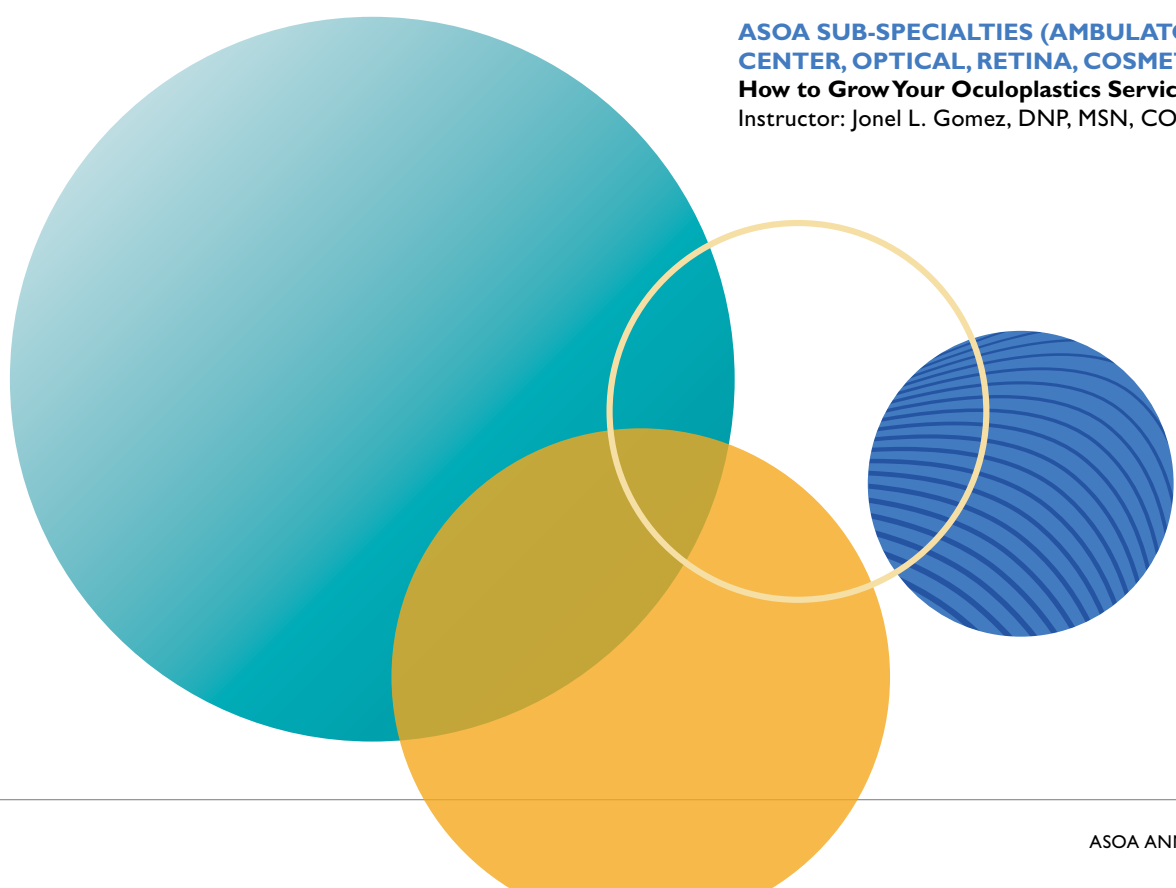
#### **Compliance Plans: Keeping It Simple**

Instructor: Ellen Adams, MBA

### **ASOA SUB-SPECIALTIES (AMBULATORY SURGERY CENTER, OPTICAL, RETINA, COSMETICS, HEARING, ETC.)**

#### **How to Grow Your Oculoplastics Service Line**

Instructor: Jonel L. Gomez, DNP, MSN, COE, CRNO



# TECHNICIANS & NURSES

The International Joint Commission on Allied Health Personnel in Ophthalmology (IJCAHPO®) is pleased to sponsor the Technicians & Nurses Program, May 16-18 at the Boston Convention & Exhibition Center. IJCAHPO is the national certifying agency for allied ophthalmic personnel. Certification is available at 3 levels: assistant, technician, and medical technologist, along with subspecialty certifications available for surgical assisting, ultrasound biometrist, diagnostic sonographer, scribe certification, and corporate assistant. In pursuit of its mission, IJCAHPO also provides education, certification and services for allied ophthalmic personnel.

In addition to the IJCAHPO-sponsored Technicians & Nurses Program, ATPO® (Association of Technical Personnel in Ophthalmology) will offer additional programs such as the ATPO Ophthalmic Assistant, Technician and Medical Technologist Review Courses and the Train the Trainer program on Friday, May 15, at the Boston Convention & Exhibition Center. Additional registration and fees apply. For more information, please see the registration form included in this Program Preview.

Also, returning for 2020 - ASCRS and IJCAHPO will co-sponsor Biometry Learning Labs on Friday, May 15. There are two lab sessions available (an AM session/and a PM session) to a limited number of attendees. Additional registration and fees apply. Further information and registration is available by visiting [annualmeeting.ascrs.org/education/technicians-and-nurses](http://annualmeeting.ascrs.org/education/technicians-and-nurses).

Registration for the main Technicians & Nurses program is separate from the following programs: ATPO's Ophthalmic Review Courses, Train the Trainer and the Biometry Learning Labs. Attendees must register and pay fees separate and independent of the main program.

For the three-day Technician and Nurses Program, attendees do not register for each course independently. They can choose to attend individual courses from either of the two sessions, each day. There are no individual tickets sold for courses; your badge allows access to any of the courses in this two-track program.

A joint registration category is available for those interested in attending both the ASOA practice management and Technicians & Nurses programs. Crossover between the ASOA practice management and Technicians & Nurses programs will be permitted to those registered in the joint registration category only. Those registered solely for either the ASOA practice management program or Technicians & Nurses program will not be allowed to crossover. All registrants in either category are welcome to attend the ASCRS program.

Course handouts for the Technicians and Nurses Program will be provided via the Annual Meeting App as well as the meeting website, beginning April 2020. Further information regarding the Technicians & Nurses Program or IJCAHPO certification, is available by calling IJCAHPO at (800) 284-3937 or by visiting [jcahpo.org](http://jcahpo.org). For information regarding ATPO's Ophthalmic Review Courses or Train the Trainer please visit [atpo.org](http://atpo.org).

A maximum of 21 (IJCAHPO Group A) credits are available for this program.

*Program Sponsored by IJCAHPO*



# TECHNICIANS & NURSES

## SCHEDULE AT A GLANCE

Friday, May 15, 2020	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	Noon	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.
ATPO Ophthalmic Assistant Review Course, Level I*													
ATPO Ophthalmic Technician Review Course, Level II*													
ATPO Ophthalmic Medical Technologist Review Course, Level III*													
ATPO Train the Trainer Course*													
Biometry Learning Lab 1*													
Biometry Learning Lab 2*													
Saturday, May 16, 2020	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	Noon	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.
Technicians and Nurses Courses													
Exhibit Hall													
Sunday, May 17, 2020	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	Noon	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.
Technicians and Nurses Courses													
Exhibit Hall													
Monday May 18, 2020	6:00 a.m.	7:00 a.m.	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	Noon	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.
Technicians and Nurses Courses													
Exhibit Hall													

Visit [annualmeeting.ascrs.org](https://annualmeeting.ascrs.org)  
for up to date programming information  
and registration details.

# TECHNICIANS AND NURSES OPTIONAL PROGRAMS

FRIDAY MAY 15

FRIDAY MAY 15 | 8:00 A.M. – 4:30 P.M.

8:00 A.M. – 11:00 A.M.



## ATPO Ophthalmic Assistant Review Course, Level I

(Formerly called the COA® Written Exam Review)

This review session will provide an overview of the responsibilities of the ophthalmic assistant, including a summary of skills proficiencies and conceptual knowledge expected of a Level I ophthalmic technician. Instructors of this session will lead the attendees in an overview of the COA® Written Exam content, using a PowerPoint® presentation and concluding with a Q&A discussion. Attendees should come with a basic-level knowledge of ophthalmology in order to fully appreciate the content being presented. Separate registration and fees apply. [atpo.org](http://atpo.org)

Credits: This course is not intended for CE credits.

8:00 A.M. – 11:30 A.M.

## ATPO Ophthalmic Technician Review Course, Level II

(Formerly called the COT® Written Exam Review)

This review session will provide an overview of the responsibilities of the ophthalmic technician, including a summary of skills proficiencies and conceptual knowledge expected of a Level II ophthalmic technician. Instructors of this session will lead the attendees in an overview of the COT® Written Exam content, using a PowerPoint® presentation and concluding with a Q&A discussion. Attendees should come with an intermediate-level knowledge of ophthalmology to fully appreciate the content being presented. Separate registration and fees. [atpo.org](http://atpo.org)

Credits: This course has been submitted to IJCAHPO for consideration of CE credit.

8:00 A.M. – 12:30 P.M.

## ATPO Ophthalmic Medical Technologist Review Course, Level III

(Formerly called the COMT® Written Exam Review)

This review session will provide an overview of the responsibilities of the ophthalmic medical technologist, including a summary of skills proficiencies and conceptual knowledge expected of a Level III ophthalmic technician. Instructors of this session will lead the attendees in an overview of the COMT® Written Exam content, using a PowerPoint® presentation and concluding with a Q&A discussion. Attendees should come with an advanced-level knowledge of ophthalmology to fully appreciate the content being presented. Separate registration and fees apply. [atpo.org](http://atpo.org)

Credits: This course has been submitted to IJCAHPO for consideration of CE credit.

8:00 A.M. – 4:30 P.M.

## Train the Trainer: Ophthalmic Training Strategies That Work!



The Train the Trainer faculty will share real-life strategies to help you deliver engaging training presentations in an ophthalmic environment with confidence. This nationally-recognized, interactive course, moderated by a panel of speakers with years of training experience, will provide you with practical methods to help you create an implement effective, ophthalmic-specific training strategies in your own practice. Topics will include how to identify good trainers, how to recognize and address various learning styles, setting goals and objectives, applying successful training techniques, and evaluating the success of your training methods. This course will help you become a more effective trainer. Separate registration and fees apply. [atpo.org](http://atpo.org)

Credits: This course has been submitted to IJCAHPO and ASOA for consideration of CE credit.

*These courses are not sponsored by IJCAHPO; only reviewed for compliance with IJCAHPO standards criteria and will be awarded continuing education credit accordingly; therefore, IJCAHPO cannot predict the effectiveness of the program or assure its quality in substance and presentation.*

*Exam Review course material is based on the interpretation of the content areas outlined in the IJCAHPO "Criteria for Certification," and the instructors of these review courses have no direct knowledge of the specific certification questions. Course fees include all course materials.*

8:00 A.M. – 11:30 A.M.



## Biometry Learning Labs – Session I

This learning lab, led by Rhonda Waldron, COMT, ROUB, CRA, will guide the attendee through the biometry process, with the objective to elevate the attendee's knowledge of IOL calculation measurements – demonstrating how to translate and correlate the results through the hands-on use of multiple instruments. The attendees will rotate through 3 stations, each with different equipment. These planned stations include IOL Master 700, LENSTAR LS900, and ultrasound A-Scan. At each station, attendees will have the opportunity to practice the skill and refine their technique. A didactic presentation will also be included within this lab session, so that attendees have a better understanding of biometric imaging. Separate registration and fees apply. [annualmeeting.ascrs.org](http://annualmeeting.ascrs.org)

1:00 P.M. – 4:30 P.M.

## Biometry Learning Labs – Session 2

This learning lab, led by Rhonda Waldron, COMT, ROUB, CRA, will guide the attendee through the biometry process, with the objective to elevate the attendee's knowledge of IOL calculation measurements – demonstrating how to translate and correlate the results through the hands-on use of multiple instruments. The attendees will rotate through 3 stations, each with different equipment. These planned stations include IOL Master 700, LENSTAR LS900, and ultrasound A-Scan. At each station, attendees will have the opportunity to practice the skill and refine their technique. A didactic presentation will also be included within this lab session, so that attendees have a better understanding of biometric imaging. Separate registration and fees apply. [annualmeeting.ascrs.org](http://annualmeeting.ascrs.org)

# TECHNICIANS AND NURSES PROGRAM

SATURDAY, MAY 16 – SUNDAY, MAY 17

## SATURDAY, MAY 16

### Session A

#### **Climbing the Ladder of Accreditation: Key to a Successful Survey**

Maria Tietjen, RN, BSN

#### **Uveitis Update**

Wendy Smith, MD

#### **Untangling Torics**

Rhonda Waldron, MSc, COMT, ROUB, CRA

#### **Understanding Tissue Procurement: Providing the Gift of Sight**

W. Barry Lee, MD; Eric Meinecke, CEBT

#### **Best Practices for EHR, Patient Security and Confidentiality**

Chris Dean, CMHP, NCP

#### **Red Means Danger**

Elizabeth Viriya, MD

#### **A to Z in Ophthalmology**

Craig Simms, COMT, ROUB, CDOS

### Session B

#### **Update on Modern Corneal Procedures: DMEK, DSEK, DALK, PKP**

Francis Mah, MD

#### **Comparison of Monofocal, Extended Depth of Focus, Bifocal and Trifocal IOLs**

Richard Ten Hulzen, MD

#### **The Amazing Eye: A Kaleidoscope of Ocular Facts**

William Ehlers, MD

#### **Interpreting Topography for Cataract and Refractive Surgery**

Jennifer Loh, MD; Faculty: Lisa Feulner, MD, PhD; William Trattler, MD

#### **Cataract Surgery: Preoperative Evaluation for Standard and Premium IOLs**

Francis Mah, MD; Faculty: Elizabeth Viriya, MD

#### **Immediate Sequential Bilateral Cataract Surgery**

R. Kent Stiverson, MD

#### **Preparing Your Center for the Arrival of FLACS (Femtosecond Laser-Assisted Cataract Surgery)**

Kevin Adely, RN

## SUNDAY, MAY 17

### Session A

#### **Where is the Future of Cornea Headed?**

Bennie Jeng, MD

#### **Drugged Out: Medications Used in Cataract Surgery**

Vasudha Panday, MD

#### **Care and Handling of Ophthalmic Surgical Instruments**

Carolyn Neier, RN, BSN, CNOR

#### **Pediatric Vision Screening**

Joseph Griffith, MD

#### **Current Practice and Trends in Ophthalmic Anesthesia**

Stephan Hatch, MD

#### **OCT Angiography with Cirrus™ HD-OCT**

Daniel Ketner, CRA, OCT(C)

#### **Infection Control in the Ophthalmic ASC**

Michelle Carroll, RN, BSN

### Session B

#### **Progressive Keratoconus Management: Athens Protocol**

A. John Kanellopoulos, MD

#### **SMILE: The In's and Out's**

Jonathan Solomon, MD; Faculty: Carol-Anne Poursaied, COA

#### **Drop-free Cataract Surgery**

Neal Shorstein, MD

#### **Retinal Complications of Cataract Surgery**

Michael Stewart, MD

#### **Management of Epiretinal Membranes**

Steve Charles, MD

#### **Top 10 Tips on Clinic Efficiency**

Christine McDonald, COA, ROUB, OSC, COE

#### **Ocular Prosthetics**

Kurt Jahrling, BCO, BADO, FASO



# TECHNICIANS AND NURSES PROGRAM

MONDAY, MAY 18

**MONDAY, MAY 18**

## Session A

### **Corneal Dystrophies**

Darby Miller, MD, MPH

### **The Importance of Accurate History Taking and Documentation**

Michael Oats, MD

### **Learning the Hard Way: Lessons from Claims Data**

Linda Harrison, PhD; Faculty: Michelle Ying, MD, MSPH

### **Tips to Develop an Efficient Patient Schedule**

Laurie Brown, MBA, COMT, COE, CPC

### **Trial and Error in Clinical Trials**

Jacqueline Whinery, COA, CCRC, OSC, OCS

### **Evaluation of the Patient with Double Vision**

Sarah Whitecross, MMedSci, OC(C), CO

### **Patient Education: How to Prepare Patients for Surgery**

Lori Pacheco, RN; Faculty: Tricia Koylion, RN, BSN

## Session B

### **World Blindness**

Geoffrey Tabin, MD

### **Refractive Cataract Surgery: How to Meet Patient Expectations with Advanced Biometry**

Robin Vann, MD

### **Complicated Cataract Cases**

Derek DelMonte, MD

### **ASCs: A Look Into the Eye of the Storm**

Nikki Hurley, RN, MBA, COE

### **Ophthalmic Photography: Tips and Pearls**

Sherry Malone, COA, OSC

### **Understanding Dysphotopsia: Is It All “Black and White?”**

Bonnie An Henderson, MD

### **Toxic Anterior Segment Syndrome (TASS) versus Toxic Posterior Segment Syndrome (TPSS)**

Nick Mamalis, MD





# ATPO'S EXAM REVIEW SESSIONS AND TRAIN THE TRAINER COURSE REGISTRATION FORM

MAY 15, 2020 | BOSTON CONVENTION AND EXHIBITION CENTER



Association of  
Technical Personnel  
in Ophthalmology

## REGISTRATION FORM

PLEASE PRINT CLEARLY USING BLUE OR BLACK INK.

NAME \_\_\_\_\_ PROFESSIONAL CREDENTIALS \_\_\_\_\_

ATPO MEMBER # \_\_\_\_\_

PREFERRED EMAIL ADDRESS \_\_\_\_\_

HOME ADDRESS \_\_\_\_\_ HOME TELEPHONE \_\_\_\_\_

BUSINESS MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PRACTICE/BUSINESS NAME \_\_\_\_\_

BUSINESS MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**REGISTER ONLINE:** at [www.atpo.org](http://www.atpo.org)

**MAIL:** form and payment to ATPO, 446 E. High Street, Suite 10, Lexington, KY 40507. (Checks must be made payable to ATPO)

**FAX:** complete form to 859-271-0607. (Credit card orders only)

**REFUNDS:** A processing fee of \$75.00 will be applied to all refunds. No refunds will be granted after May 6, 2020.

### SELECT OPTION(S)

#### ATPO Membership:

- ATPO Membership Fee \$75.00  
(Immediate membership discounts apply)

#### Ophthalmic Assistant Review Session

- ATPO Member: \$75.00  
 Other registrants: \$155.00

#### Ophthalmic Technician Review Session

- ATPO Member: \$90.00  
 Other registrants: \$170.00

#### Oph. Medical Technologist Review Session

- ATPO Member: \$100.00  
 Other registrants: \$180.00

#### Train The Trainer

- ATPO Member: \$150.00  
 Other registrants: \$200.00

### SELECT PAYMENT METHOD (U.S. FUNDS ONLY)

- CHECK (Payable to ATPO—mail to address above)

#### CREDIT CARD:

- VISA  MasterCard  Discover  AMEX

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Name of Cardholder (Please print): \_\_\_\_\_

Cardholder Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Cardholder Phone: \_\_\_\_\_

ATPO is hereby authorized to adjust registration charges originally paid with a credit card via fax or Internet if the amount originally paid was deficient or excessive. The credit card account will be charged or credited and the cardholder will be provided with a notice of the adjustment.

Total Amount Paid: \$ \_\_\_\_\_

# CONTINUING MEDICAL EDUCATION/ CONTINUING EDUCATION CREDIT

## Educational Objectives

At the conclusion of the program, ASOA Annual Meeting attendees will be able to:

- Discuss various aspects of business management and integrate adjustments to practices as necessary
- Describe and implement adjustments to policies and procedures related to human resources management
- Assess leadership qualities and practices and apply concepts
- Evaluate current practice marketing campaigns and efforts and recommend improvements where possible
- Describe advancements in electronic health records and health information technologies
- Summarize the latest compliance and coding updates

## FOR PHYSICIANS

### Accreditation Statement



The American Society of Cataract and Refractive Surgery (ASCRS) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. ASCRS takes responsibility for the content, quality and scientific integrity of this CME activity.

### Designation Statement

The American Society of Cataract and Refractive Surgery designates the ASCRS and ASOA programs within this live educational activity for a maximum of 19.5 *AMA PRA Category 1 Credits*<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

All CME activities approved for *AMA PRA Category 1 Credit*<sup>™</sup> are valid for recognition by the European Accreditation Council for Continuing Medical Education (EACCME). Physicians not licensed in the U.S. who participate in this CME activity are eligible for *AMA PRA Category 1 Credit*<sup>™</sup>.

Physicians can claim CME credit up to the maximum listed above for attending the Practice Management (ASOA) Program.

Attendees registered as exhibitors, spouses, and guests are not eligible for CME credits.

Note: All attendees must have their badges printed onsite to be verified as eligible for credit.

### Financial Interest Disclosure

All faculty members are required to disclose whether they, or their spouses, have any financial interests (or lack thereof) from the past 12 months with a company that produces, markets, resells or distributes ophthalmic products or services consumed by, or used on, patients. Faculty members are also required to disclose such information verbally and on their first slide.

ASCRS and ASOA consider presenting authors, not co-authors, to be in control of the educational content. As a professional courtesy, ASCRS and ASOA acknowledge co-authors and all people

contributing to the research, regardless of CME control of the live presentation of that content. Though they are acknowledged, co-authors do not have control of the CME content and their disclosures are not published or resolved.

### Continuing Education Credit

ASOA designates this activity for a maximum of 19.5 credits (COE and CME). Attendees should claim only the credit commensurate with the extent of their participation in the activity. ASOA offers various continuing education credits for its 2020 program:

#### American Academy of Professional Coders (AAPC)

AAPC continuing education credit for select ASOA knowledge pathways.

#### Certified Ophthalmic Executive (COE)

Attendees: The ASOA Annual Meeting qualifies for COE Category A credits. All attendees seeking COE credits MUST be registered for the ASOA program or the Joint ASOA/Technicians & Nurses program.

Speakers: ASOA designates this activity for a maximum of 18 COE Category C credits.

Attendees registered as exhibitors and guests may not claim education credits for this program.

## TECHNICIANS & NURSES PROGRAM

### Claim IJCAHPO credits

For the Technicians & Nurses Program, evaluations will be distributed at the beginning of each day and collected at the conclusion of each day. IJCAHPO/CA BRN/OPS credits will be processed and claimed directly through IJCAHPO.

INTERNATIONAL JOINT COMMISSION ON ALLIED HEALTH PERSONNEL IN OPHTHALMOLOGY, CALIFORNIA BOARD OF REGISTERED NURSING, OPHTHALMIC PHOTOGRAPHERS' SOCIETY (IJCAHPO/CA BRN/OPS)

The Technicians & Nurses Program has been approved for credit by IJCAHPO, and is CA BRN approved for select courses. OPS credits are pending. A maximum of 21 (IJCAHPO Group A) credits are available for this program. All credits awarded will appear in the Final Program.

Additionally, allied ophthalmic personnel can earn continuing education credits in IJCAHPO Group B by attending physician courses/symposia/paper sessions at ASCRS that are designated for *AMA PRA Category 1 Credit*<sup>™</sup>. The following criteria applies: COAs and COTs receive 1 credit for 2 hours attended; COMTs receive 1 credit for 1 hour attended.

IJCAHPO is an approved provider by the California Board of Registered Nursing, Provider #13516, for Contact Hours.

All attendees seeking IJCAHPO/CA BRN/OPS credits MUST be registered for the Technicians & Nurses Program or the joint ASOA/Technicians & Nurses Program. Attendees registered as exhibitors or guests may not claim education credits for this program.

# REGISTRATION INFORMATION

## REGISTRATION CATEGORIES

### ASOA MEMBER/NONMEMBER

Practice administrator or other practice management staff, ASOA consultant and vendor members. Physicians cannot register in this category.

### INDUSTRY REPRESENTATIVE

Manufacturers and other corporate personnel who do not have exhibit space but wish to attend the Annual Meeting. No solicitation is permitted. This includes attendees who plan on attending the exhibit hall only. Physicians may not register in this category.

### SPOUSE/PARTNER/CHILD

Guests 21 years of age and over are required to pay a registration fee. Fee includes badge, printed program, Exhibit Hall entrance, Welcome Party, ASOA Celebration, and the ASCRS Film Festival Awards Ceremony.

This badge is limited to spouse, guest, relative or other individuals accompanying an ASOA attendee. Members, potential members, speakers, or staff will not be considered under the guest registration category. Physicians may not register in this category. Entrance into sessions/courses is not included.

### PRESS

For registration information, please contact [press@ascrs.org](mailto:press@ascrs.org).





# EXHIBIT HALL

## HALLS A- B, EXHIBIT LEVEL 0

Saturday, May 16 | 9:00 a.m. – 6:00 p.m.

Sunday, May 17 | 9:00 a.m. – 6:00 p.m.

Monday, May 18 | 9:00 a.m. – 5:00 p.m.

Visit our world-class exhibit hall featuring products and services being represented by over 300 participating industry companies. The exhibit hall will be located in Halls A-B of the Boston Convention & Exhibition Center. Open for a total of 26 hours during the Annual Meeting, don't miss the opportunity to connect with our exhibitors! Prior to your arrival in Boston, you can search and save the exhibitor list by company name or specific product listing by visiting our meeting website <https://annualmeeting.ascrs.org/>. Be sure to join us on Saturday, May 16 from 4:30 - 6 p.m. at the ASCRS and ASOA Welcome Party taking place in the exhibit hall. There will be music and complimentary hors d'oeuvres and refreshments for you to enjoy while networking with exhibitors in a relaxed, fun environment.

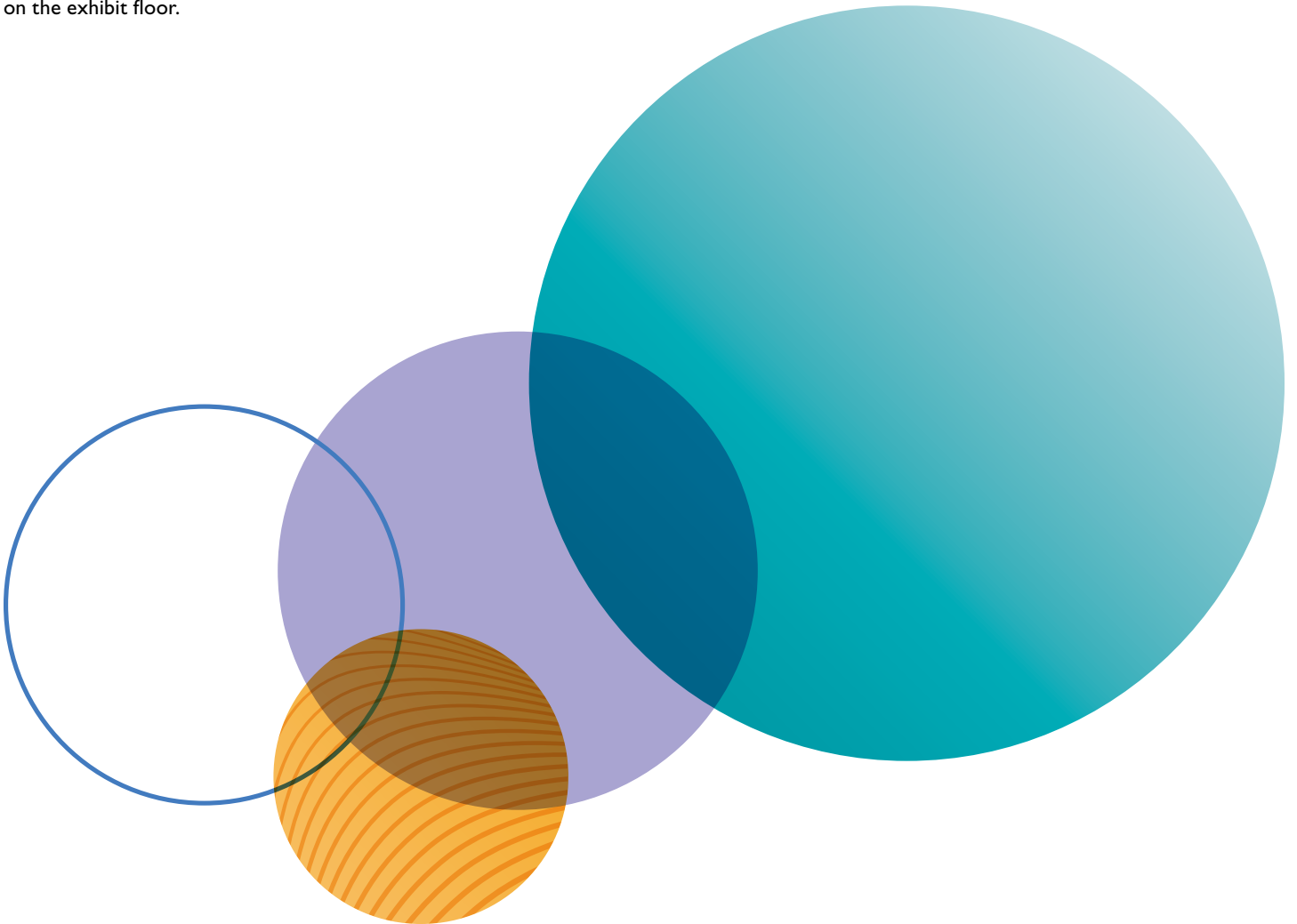
Given its ongoing commitment to add value to attendees, ASCRS will debut a number of unique, engaging, and interactive learning formats on the exhibit floor.

## ASCRSTAP ROOM

The ASCRS Tap Room offers a forum where ASCRS and the American Society of Ophthalmic Administrators (ASOA) attendees can grab a drink, learn about the latest technologies, devices, products and services and network with friends and colleagues. Participating companies will share information with attendees and engage in a facilitated Q&A session. Strategically placed within the exhibit hall, The ASCRS Tap Room creates a comfortable, welcoming environment for attendees to learn new technologies and techniques while networking with colleagues and industry representatives.

## TOUR OF EXCELLENCE

New in 2020, ASCRS will host the Tour of Excellence. Residents, fellows and young physicians will be guided through the exhibit hall and introduced to exhibiting companies. These guided tours offer current and emerging ophthalmic leaders the opportunity for hands-on interaction with premier technologies.



# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	Aaren Scientific	Intraocular Lenses; IOL Delivery System; Lens Injection Systems
	AdvancedMD	Computer Software; Electronic Medical Records; Practice Management; Revenue Cycle Management
	Advice Media	A-Scans; Aberrometers; Accrediting Organization; Advertising Specialty; AMARIS Excimer Laser; Amniotic Tissue; Anesthesia Staffing & Management; Appointment Reminders
	Aerie Pharmaceuticals, Inc.	Glaucoma Treatment
	Akorn, Inc.	Dry Eye Products; Pharmaceutical Products
	Alcon	Cataract Surgery; Diagnostic Equipment; Dry Eye Products; Intraocular Lenses; Microscopes; Patient Education; Refractive Systems
	Allergan Medical Affairs	Dry Eye Products; Glaucoma Treatment; Medical Devices; Pharmaceutical Products; Research & Development; Retinal Implants
	Allergan, Inc.	Dry Eye Products; Glaucoma Treatment; Medical Devices; Pharmaceutical Products; Research & Development; Retinal Implants
	ALPHAEON CREDIT	Patient Financing
	American Academy of Ophthalmology	Education/Training; Non-Profit Organization; Patient Education; Patient Information Materials; Physician Recruiting & Placement; Practice Management; Publication
	Appasamy Associates	A-Scans; Capsular Tension Rings; Cataract Surgery; Diagnostic Equipment; Intraocular Lenses; Laser/Laser Services; Surgical Instruments; Viscoelastics
	ArcScan, Inc.	Clinical Research Organization; Corneal Marking; Digital Imaging Systems; Glaucoma Devices; Medical Devices; Ophthalmic Instruments; Refractive Systems; Ultrasound Equipment
	AST Products, Inc.	Cataract Surgery; Intraocular Lenses; IOL Delivery System; Medical Devices; Surgical Disposables; Surgical Equipment; Surgical Instruments
	AUROLAB	Capsular Tension Rings; Dry Eye Products; Medical Devices; Ophthalmic Knives; Surgical Kits; Vision Charts
	Aurora Surgical, LLC	Cataract Surgery; Hand-Held Instrument; Ophthalmic Instruments; Ophthalmic Knives; Phacoemulsification Products; Surgical Instruments; Surgical Supplies; Trephines
	Avellino Labs	DNA Testing; Gene Therapy
	Bausch + Lomb	Hand-Held Instrument; Laser/Laser Services; Ophthalmic Instruments; Phacoemulsification Products; Refractive Systems; Surgical Instruments
NEW	Bel-Air Pharmaceuticals	Pharmaceutical Products
NEW	Besse Medical	Pharmaceutical Products

# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	Bioniko	Education/Training; Surgical Simulation
	BioTissue	Amniotic Tissue; Biologics; Corneal Cross-Linking; Corneal Tissue; Ocular Surface Solutions; Regenerative Medicine
	BlephEx	Disposable Supplies; Dry Eye Products; Medical Devices; Medical Equipment
	Blythe Medical	Amniotic Tissue; Biologics; Blink Lubricating Eye Drops; Dry Eye Products; Regenerative Medicine
	Brazilian Association of Cataract and Refractive Surgery	
	Brevium, Inc.	Business Management; Patient Management
	Bruder Healthcare Company	Dry Eye Products; Lid & Lash Hygiene
	Bryn Mawr Communications, LLC	Publication
	BSM Consulting	Business Management; Consulting Services; Education/Training; Patient Flow Consultant; Physician Recruiting & Placement; Practice Consulting; Practice Management; Practice Sales
	BVI	Cannulas; Cataract Surgery; Drapes; Dry Eye Products; Glaucoma Devices; Intraocular Lenses; Surgical Disposables; Surgical Kits
	Cal Tray	
	Caliber Ophthalmics- Division of Surgical Specialties Corp.	Cannulas; Cataract Surgery; Glaucoma Devices; Ophthalmic Knives; Punctum Plugs; Surgical Instruments; Sutures; Trephines
	Cambrian Medical Inc.	Cannulas; Capsular Tension Rings; Cataract Surgery; Corneal Maker; Ophthalmic Instruments; Ophthalmic Knives; Solutions; Tonometers
	CareCredit	Patient Financing
	Cassini	Corneal Topography Systems; Diagnostic Equipment; Digital Imaging Systems; Ophthalmic Instruments
	Ceatus Media Group LLC.	Internet Marketing; Marketing; Practice Consulting; Practice Management; Web Marketing; Website Design Services
	CenterVue	Diagnostic Equipment; Medical Equipment; Ophthalmic Instruments
NEW	Chetu Inc.	
	CHONA SURGICAL CO.	Ophthalmic Instruments; Surgical Equipment; Surgical Instruments
NEW	Chongqing Sunkingdom Medical Instrument Co., Ltd	Ophthalmic Instruments
	CIMA Technology, Inc.	Capsular Tension Rings; Intracorneal Lenses; Intraocular Lenses; IOL Delivery System; Viscoelastics



# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	Clearwave Corporation	Computer Software; Healthcare IT Management Services; Internet Services; Patient Management; Practice Management; Revenue Cycle Management; Workflow Optimization
	Coburn Technologies	
	Compulink Healthcare Solutions	
	CorneaGen	Corneal Inlay; Corneal Tissue; Surgical Instruments; Trephines
	Crestpoint Management	Disposable Injectors; Hand-Held Instrument; Ophthalmic Instruments; Ophthalmic Knives; Surgical Disposables; Surgical Instruments
	Crestpoint Management	Disposable Supplies; Hand-Held Instrument; Ophthalmic Instruments; Ophthalmic Knives; Ophthalmic Safety Knife; Surgical Disposables; Surgical Instruments; Sutures
	Cristalens Industrie	Intraocular Lenses
NEW	Crystalvue Medical Corp.	Ophthalmic Instruments; Ophthalmic Surgery Table
	CSO srl	Corneal Topography Systems; Diagnostic Equipment; Digital Imaging Systems; Ophthalmic Instruments; Retinal Photography
	Cylite Pty Ltd	Desktop Topographer; Measurement Equipment; Ophthalmic Instruments
	DavLong Business Solutions	Computer Software; Electronic Medical Records; Revenue Cycle Management
	Denali Creative a Stubenbordt Company	
	Designer Drugs Pharmacy	Cataract Surgery; Compounded Ophthalmic Formulations; Compounded Pharmaceuticals; LASIK Supplies; Pharmaceutical Products
	Dexta Corporation	Cataract Surgery; Medical Equipment; Surgical Stretchers; Surgical Tables & Stools
	DGH Technology, Inc.	A-Scans; Medical Devices; Ultrasound Equipment
	Diamatrix Ltd.	Diamond Scalpels; Ophthalmic Instruments; Ophthalmic Knives; Ophthalmic Safety Knife; Pupil Expansion Device; Sutures
	Diopsys, Inc.	Vision Testing Systems
	Dompé Medical Affairs	Biologics; Pharmaceutical Products
	Dompé US Inc.	Pharmaceutical Products
	Drop Wizer	Consumer Accessories; Disposable Supplies
	Dry Eye Guys	Amniotic Tissue; Dry Eye Products; Lid & Lash Cleansers; Lid & Lash Hygiene; Medical Equipment; Surgical Instruments
	Duckworth & Kent Ltd.	
	Eckert Wordell	Architectural Design; ASC Facility Design; Healthcare Facility Design; Office/ASC Design & Planning; Patient Flow Consultant; Workflow Optimization

# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	Eidolon Optical, LLC	Corneal Disease Diagnosis; Diagnostic Equipment; Dry Eye Products; Global Ophthalmology Missions; Hand-Held Instrument; Medical Devices; Rapid Point of Care Diagnostics Tests; Video Imaging Recording
	Ellex	Laser/Laser Services; Surgical Equipment; Ultrasound Equipment
	Ellman, A Cynosure Company	Medical Devices; Medical Equipment; Surgical Equipment
	Elsevier	Publisher
	Epsilon USA	
	Espansione Marketing SpA	Diagnostic Equipment; Digital Imagine Systems; Dry Eye Products; Hand-Held Instruments, Ophthalmic Instruments
	ESCRS	
	Etna Interactive	Internet Marketing; Internet Services; Marketing; Web Marketing; Website Design Services
	Excel Optics (P) Limited	Capsular Tension Rings; Intracorneal Lenses; Intraocular Lenses; IOL Delivery System; Ocular Implants; Surgical Instruments; Sutures; Tecnis Multifocal IOLs
	Excellent Hi-Care PVT LTD	A-Scans; Capsular Tension Rings; Disposable Injectors; Drapes; Intraocular Lenses; Lens Injection Systems; Ophthalmic Instruments; Sutures
	Eye Care Leaders	Business Management; Computer Software; Electronic Medical Records; Optical Dispensary Management; Practice Management; Revenue Cycle Management; Workflow Optimization
	Eye Designs, LLC	Interior Planning; Manufacturing; Optical Displays; Patient Flow Consultant
	EyeKon Medical Inc.	Capsular Tension Rings; Disposable Injectors; Intraocular Lenses; Viscoelastics
	EyeMax	Advertising Specialty; Internet Marketing; Marketing; Practice Consulting; Staff Training; Web Marketing; Website Design Services
	EyeMD EMR Healthcare Systems, Inc.	Computer Software; Digital Imaging Systems; Electronic Medical Records; Optical Dispensary Management
	Eyenvia, Inc	Dry Eye Products; Glaucoma Treatment; Research & Development
	Eyeol UK Limited	
	EyePoint Pharmaceuticals	Pharmaceutical Products
	EyeSys Vision, Inc.	Contact Lenses; Corneal Topography Systems; Desktop Topographer; Dry Eye Products; Handheld Topographer; Intraocular Lenses
	Eyevance Pharmaceuticals	Dry Eye Products; Ocular Surface Solutions; Pharmaceutical Products
	Fast Track Marketing	Advertising Specialty; Consulting Services; Internet Marketing; Marketing; Patient Education; Staff Training; Web Marketing; Website Design Services
	FCI Ophthalmics	

# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	Feather Safety Razor Co., Ltd.	Ophthalmic Instruments; Ophthalmic Knives; Ophthalmic Safety Knives; Surgical Instruments, Surgical Supplies
	Freedom Ophthalmic Pvt., Ltd.,	Capsular Tension Rings; Intraocular Lenses; IOL Delivery System; Ophthalmic Instruments; Ophthalmic Knives; Viscoelastics
	Genentech	
	Geuder	
	Glacial Multimedia	Creative Services; Internet Marketing; Internet Services; Market Research; Marketing; Web Marketing; Website Design Services; Workflow Optimization
	Glaukos Corporation	Glaucoma Devices; Glaucoma Treatment
	Global Sight Alliance / Vision Outreach International	Charitable Organization; Education/Training; Non-Profit Organization
	Good-Lite Company	Diagnostic Equipment; Education/Training; Hand-Held Instrument
	GreenSky Patient Solutions, LLC	Financial Services; Patient Financing
	Guardion Health Sciences	
	Haag-Streit USA	Cataract Surgery; Diagnostic Equipment; Digital Imaging Systems; Exam Room Furniture/Equipment; Glaucoma Devices; Microscopes
	Hausted	Surgical Equipment; Surgical Stretchers; Surgical Tables & Stools
	Heidelberg Engineering	Exam Room Furniture/Equipment; Ophthalmic Surgery Table; Surgical Equipment; Surgical Stretchers; Surgical Tables & Stools
	HEINE USA Ltd.	Diagnostic Equipment; Hand-Held Instrument; Ophthalmic Instruments
	Howard Instruments II, Inc.	Macular Degeneration; Medical Devices; Microkeratome Blades; Ophthalmic Instruments; PRK & LASIK Supplies; Surgical Disposables; Surgical Instruments; Trephines
	Hurricane Medical Inc.	Cannulas; Disposable Supplies; Phacoemulsification Products; Pre-surgical Site Markers; PRK & LASIK Supplies; Spears/Fluid Control; Sterile Supplies; Surgical Disposables
	HVO (Haywood Vocational)	Drapes; Manufacturing; Medical Assembly; Medical Devices; Non-Profit Organization; Surgical Kits
	I Care Global Missions / Medical Ministry International	Non-Profit Organization
	Icare Tonometers	Diagnostic Equipment; Glaucoma Devices; Glaucoma Pressure; Medical Devices; Retinal Photography; Tonometers
	IMATRIX	Appointment Reminders; Client Relations Management; Internet Marketing; Practice Management; Web Marketing; Website Design Services

# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	ImprimisRx	Pharmaceutical Products
	Infinity Massage Chairs	Consumer Accessories
	IRIDEX	Glaucoma Devices; Glaucoma Pressure; Glaucoma Treatment; Laser/Laser Services; Macular Degeneration; Medical Devices; Ophthalmic Instruments; Surgical Instruments
	Ivantis, Inc.	Glaucoma Devices; Glaucoma Pressure; Glaucoma Treatment; Medical Devices
	Jaypee Brothers Medical Publishers	Publisher
	JCAHPO	Certifying Agency; Education/Training; Staff Training
	Johnson & Johnson Vision	Aberrometers; Catalys Precision Laser System; Intraocular Lenses; IOL Delivery System; Ocular Surface Solutions; Star S4IR Eximer Laser; TECNIS Family IOLs; Whitestar Signature Phaco Systems
	Kai Industries Co., Ltd.	Cataract Surgery; Disposable Supplies; Medical Devices; Microkeratomes; Ophthalmic Knives; Ophthalmic Safety Knife; Surgical Disposables
	Kala Pharmaceuticals	Dry Eye Products
	Katena Products, Inc.	Corneal Tissue; Disposable Supplies; Education/Training; Hand-Held Instrument; Lacrimal Products; Ophthalmic Instruments; Punctum Plugs; Surgical Instruments
	Keeler Instruments	Diagnostic Equipment; Digital Imaging Systems; Hand-Held Instrument; Ophthalmic Instruments; Pharmaceutical Products; Tonometers; Ultrasound Equipment
	Kirwan Surgical Products LLC	Cataract Surgery; Corneal Transplant Instrumentation; Glaucoma Treatment; Macular Degeneration; Medical Devices; Ophthalmic Instruments; Surgical Disposables; Surgical Instruments
	Konan Medical USA Inc.	Corneal Disease Diagnosis; Diagnostic Equipment; Hand-Held Instrument; Retinal Photography
	Lacrivera	Dry Eye Products
NEW	Legacy Ophthalmics	Dry Eye Products; Punctal Occluders; Punctum Plugs
	LEICA MICROSYSTEMS INC	Microscopes
	LENSAR	Cataract Surgery; Femtosecond Laser
	Lenstec, Inc.	Capsular Tension Rings; Intraocular Lenses; IOL Delivery System; Lens Injection Systems; Viscoelastics
	LIGHTHOUSE FOR CHRIST MISSION	Charitable Organization
	Lions Eye Institute for Transplant & Research	Clinical Research Organization; Corneal Tissue; Education/Training; Non-Profit Organization
	LKC Technologies	

# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	Lombart Instrument	Diagnostic Equipment; Digital Imaging Systems; Laser/Laser Services; Ophthalmic Instruments; Refractive Systems; Retinal Photography
	Lumenis-Vision	Laser/Laser Services
	Luneau Technology USA	
	M&S Technologies Inc.	Diagnostic Equipment; Exam Room Furniture/Equipment; Glaucoma Devices; Medical Devices; Medical Equipment; Vision Charts; Vision Testing Systems
	Mallinckrodt Pharmaceuticals	Biologics; Pharmaceutical Products
	MANI, INC.	Disposable Supplies; Hand-Held Instrument; Ophthalmic Instruments; Ophthalmic Knives; Ophthalmic Safety Knife; Surgical Disposables; Surgical Instruments
	Marasco & Associates	Architectural Design; ASC Facility Design; Office/ASC Design & Planning
	Marco Ophthalmic, Inc.	Diagnostic Equipment; Digital Imaging Systems; Hand-Held Instrument; Ophthalmic Instruments; Refractive Systems; Retinal Photography
	Market Scope LLC	Consulting Services; Market Research
	Mastel Precision Surgical Instruments, Inc.	Corneal Marking; Diamond Scalpels; Microscopes; Patient Education; Pre-surgical Site Markers; Surgical Instruments
	MD Clarity	Health Information Platform; Healthcare IT Management Services; Patient Education; Patient Flow Consultant; Patient Management; Practice Management; Professional Tools; Workflow Optimization
	MDprospects	Client Relations Management; Computer Software; Marketing; Solutions; Workflow Optimization
	Media MICE Pte Ltd	Creative Services, Marketing, Publication, Video, Website Design Services
	Medi Lazer	Laser/Laser Services
	Medical Optometry America	Marketing; Practice Consulting; Practice Management
	Medicel AG	Cataract Surgery; Disposable Injectors; IOL Delivery System; Lens Injection Systems; Medical Devices; Ophthalmic Instruments; Phacoemulsification Products; Surgical Instruments
	MED-LOGICS, INC.	Cataract Surgery; LASIK Supplies; Microkeratome Blades; Microkeratomes; Phacoemulsification Products
	Micro Medical Devices, Inc.	A-Scans; Corneal Cross-Linking; Diagnostic Equipment; Hand-Held Instrument; Measurement Equipment; Ophthalmic Instruments; Ultrasound Equipment; Vision Testing Systems
	MICROspecialties, LLC	Dry Eye Products; Microkeratome Blades; Microkeratomes; Ophthalmic Instruments; Ophthalmic Knives; Post-Op Sunglasses & Kits; Punctum Plugs; Surgical Kits
	Millennium Biomedical, Inc.	Intraocular Lenses; IOL Delivery System

# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	Miracles In Sight	Charitable Organization; Corneal Tissue; Dry Eye Products; Education/Training; Sclera
	Modernizing Medicine, Inc.	Computer Software; Electronic Medical Records; Patient Management; Practice Management; Revenue Cycle Management
	MORIA	Cataract Surgery; Corneal Transplant Instrumentation; Human Tissue Allograft; Microkeratome Blades; Microkeratomes; Surgical Disposables; Surgical Instruments; Trephines
	MST (MicroSurgical Technology)	Diamond Scalpels; Hand-Held Instrument; Ophthalmic Instruments; Ophthalmic Knives; Phacoemulsification Products; Pupil Expansion Device; Surgical Instruments
	MTI	Cataract Surgery; Exam Room Furniture/Equipment; Examination Accessories; LED Light Source; Medical Equipment; Ophthalmic Surgery Table; Surgical Equipment; Surgical Tables & Stools
	Myco Industries, Inc./ AB Max™	Dry Eye Products; Hand-Held Instrument; Lid & Lash Cleansers; Lid & Lash Hygiene; Medical Devices; Medical Equipment; Product Development
	My Eye Store	Online Store
	Nadia International Inc.	Education/Training; Office/ASC Design & Planning; Patient Education
	New World Medical, Inc.	Glaucoma Devices
	Nextech	
	NextGen Healthcare	Electronic Medical Records; Financial Services; Practice Management
	NIDEK	Aberrometers; Diagnostic Equipment; Glaucoma Devices; Laser/Laser Services; Refractive Systems; Retinal Photography; SLT Lasers; Ultrasound Equipment
	NovaBay Pharmaceuticals, Inc.	Dry Eye Products; Lid & Lash Cleansers; Lid & Lash Hygiene; Pharmaceutical Products
NEW	Novoxel Ltd.	Dry Eye Products
	Novartis Pharmaceuticals Corporation	Pharmaceutical Products
	OASIS Medical, Inc.	Dry Eye Products; Lid & Lash Hygiene; Nutraceuticals; Ophthalmic Knives; Punctal Occluders; Safety Ophthalmic Knife; Surgical Disposables; Viscoelastics
	Ocular Instruments, Inc.	Diagnostic Contact Lenses; Diagnostic Non-Contact Lenses; Laser Treatment Lenses; Ophthalmoscopic Lenses; Specialty Contact Lenses; Surgical Glaucoma Lenses; Tonometers; Vitrectomy Lenses
	Ocular Science	Dry Eye Products; Pharmaceutical Products
	Ocular Surgery News and Healio by SLACK Inc.	Publisher
	Ocular Therapeutix	Punctum Plugs



# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	OCULUS, Inc.	Cataract Surgery; Corneal Disease Diagnosis; Corneal Topography Systems; Diagnostic Equipment; Glaucoma Devices; Loupes; Ophthalmic Instruments; Refractive Systems
	OCuSOFT Inc.	
	Omeros Corporation	Cataract Surgery; Pharmaceutical Products
	OMIC	Insurance Company; Patient Education
NEW	OOMC: A Family of Ophthalmic Practices	Business Management; Practice Management
	OPHTEC	Capsular Tension Rings; Intraocular Lenses; Ophthalmic Instruments; Refractive Systems; Surgical Instruments; Viscoelastics
	Ophthalmology Dispensing Services	Consulting Services; Optical Dispensary Management
	Ophthalmology Management / PentaVision	Market Research; Marketing; Publication; Publisher; Video; Web Marketing
	Ophthalmology Times	Publication
	OptiCall Inc.	Appointment Reminders; Call Center; Email Systems; Staff Training
	Optimetrix Inc./Jaggi Inc.	Diagnostic Equipment; Diagnostic Non-Contact Lenses; Digital Imaging Systems; Ophthalmic Instruments; Surgical Instruments; Tonometers; Video Imaging Recording
	Optos Inc.	Diagnostic Equipment; Medical Devices; Retinal Photography
	Optovue, Inc.	Diagnostic Equipment
NEW	Orbis International	Charitable Organization; Surgical Simulation
	P.S.T Corp	Medical Equipment; Optical Supplies; Surgical Disposables; Surgical Kits; Surgical Supplies
	Panasonic I-PRO Sensing Solutions Corporation Of America	Video
	Peschke Trade GmbH	Corneal Cross-Linking; Disposable Supplies; Refractive Systems
	PinPoint Optics	Frames/Sunglasses; Low Vision Products; Post-Op Sunglasses & Kits; Protective Eye Guards
	Plasmapp Co., Ltd.	Sterile Supplies; Sterilization Equipment
	PR Med Net	Consulting Services; Education/Training
	Practice Flow Solutions	Architectural Design; ASC Facility Design; Facility Design; Healthcare Facility Design; Interior Planning; Office/ASC Design & Planning; Patient Flow Consultant; Workflow Optimization
	Prescott's Inc.	Drapes; Microscopes; Video

# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	Precision Vision, Inc.	Computer Software, Glaucoma Pressure, Low Vision Products, Macular Degeneration, Optical Supplies, Tonometers, Vision Charts, Vision Testing Systems
	PRN Physician Recommended Nutraceuticals	Dry Eye Products; Nutraceuticals; Vitamins
	Quantel Medical	A-Scans; Cataract Surgery; Corneal Disease Diagnosis; Diagnostic Equipment; Dry Eye Products; Glaucoma Treatment; Laser Treatment Lenses; SLT Lasers
	Quidel Corporation	Diagnostic Equipment; Disposable Supplies; Dry Eye Products; Lid & Lash Cleansers; Lid & Lash Hygiene; Medical Devices; Ocular Surface Solutions; Rapid Point of Care Diagnostics Tests
	Rayner	Intraocular Lenses; IOL Delivery System
NEW	Red Spot Interactive	Call Center; Computer Software; Creative Services; Internet Marketing; Marketing; Web Marketing; Website Design Services
	Reichert Inc.	Diagnostic Equipment; Exam Room Furniture/Equipment; Ophthalmic Instruments; Vision Charts
	Rendia	Education/Training; Marketing; Patient Education; Patient Management; Practice Sales; Workflow Optimization
	RET, Inc.	IOL Delivery System
	Review of Ophthalmology	Publication; Publisher
	Rose Micro Solutions	Cataract Surgery; Examination Accessories; Lab Equipment; LED Light Source; Loupes; Microscopes; Surgical Equipment; Surgical Supplies
	RUMEX International Co.	Intraocular Lenses; Ophthalmic Instruments; Ophthalmic Knives; Ophthalmic Safety Knife; Viscoelastics
	S4OPTIK	Ophthalmic Instruments; Refractive Systems
	Santen Inc.	Glaucoma Devices; Glaucoma Treatment
	SCHWIND eye-tech-solutions GmbH	AMARIS Excimer Laser; Corneal Topography Systems; Diagnostic Equipment; Laser/Laser Services; Presbyopia Correction; Refractive Systems
	ScienceBased Health	
	Scope Health	Dry Eye Products
	sea-change, inc.	
	SEE International	Non-Profit Organization
	Sight Sciences	Dry Eye Products; Glaucoma Devices
	Sight Source	Corneal Tissue; Femtosecond Laser; Research & Development; Sclera
	Sightpath Medical	Cataract Surgery; Femtosecond Laser; Laser/Laser Services; LASIK Supplies; Marketing; Phacoemulsification Products; PRK & LASIK Supplies

# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	Sihong Ophsurin Co., Ltd	Surgical Disposables; Surgical Instruments
	SMHC/Associated Eye Care	
	Sometech, Inc.	Microscopes
	Sonomed Escalon	A-Scans; Diagnostic Equipment; Digital Imaging Systems; Hand-Held Instrument; Medical Devices; Refractive Systems; Tonometers; Ultrasound Equipment
	Sophrona Solutions	Communication Technology; Email Systems; Patient Education; Patient Information Materials; Patient Management; Patient Surveying
	Speedway Surgical Co.	Cannulas; Capsular Tension Rings; Diamond Scalpels; Dry Eye Products; Loupes; Ophthalmic Instruments; Ophthalmic Knives; Surgical Instruments
	STAAR Surgical	Cataract Surgery; Disposable Injectors; Intraocular Lenses; IOL Delivery System
	Stephens Instruments/USIOL	Intraocular Lenses; Surgical Instruments; Viscoelastics
	Sterimedix	
	SUN OPHTHALMICS	Pharmaceutical Products
	Surgilum	
	Surgistar Inc.	Cannulas; Cataract Surgery; Corneal Transplant Instrumentation; Ophthalmic Knives; Ophthalmic Safety Knife; Trephines
	TearLab Corporation	Diagnostic Equipment; Dry Eye Products; Ocular Surface Solutions; Rapid Point of Care Diagnostics Tests
	The Dry Eye Doctor, Inc.	Dry Eye Products; Lid & Lash Cleansers; Lid & Lash Hygiene; Ophthalmic Instruments; Product Development; Surgical Instruments
	The Eye Group	Practice Management; Recruiting & Staffing
	The Lebanon Corporation	Ophthalmic Instruments; Surgical Instruments
	The Ophthalmologist	Publication; Publisher
	ThinkMed Consulting	Business Management; Marketing
	TITAN MEDICAL LLC	Diamond Scalpels; Manufacturing; Ophthalmic Instruments
	TITAN SURGICAL USA INC	Surgical Instruments
	Tomey Corporation	Corneal Tissue; Corneal Topography Systems; Dry Eye Products; Refractive Systems; Tonometers
	Topcon Medical Systems	Retinal Photography
	Tracey Technologies	Aberrometers; Corneal Topography Systems; Desktop Topographer; Dry Eye Products; Handheld Topographer; Wavescan Wavefront System
	TransMotion by Winco	Exam Room Furniture/Equipment; Medical Devices; Medical Equipment; Surgical Stretchers; Surgical Tables & Stools

# ANNUAL MEETING EXHIBITORS

NEW	EXHIBITOR	PRODUCT CATEGORIES
	Trefoil Therapeutics, Inc.	
NEW	Trillium MediVision Inc.,	Cannulas; Capsular Tension Rings; Intraocular Lenses; IOL Delivery System; Ophthalmic Instruments; Ophthalmic Knives
	TTI Medical	Diagnostic Equipment; Digital Imaging Systems; HD Video Imaging; Video; Video Imaging Recording
	UFSK-International OSYS GmbH	Surgical Disposables; Surgical Tables & Stools
	VEO Ophthalmics	Artificial Irises
	Vision Associates Optical Management	Frames/Sunglasses; Marketing; Optical Dispensary Management; Optical Supplies
	Vision Group Holdings	Laser/Laser Services; LASIK Surgery Center
	Vision Share	
	VISION TIFFANY INC	Ophthalmic Instruments; Sterile Supplies; Surgical Disposables; Surgical Kits; Vision Charts; Vitamins
NEW	Visual Clinic	
	Vital Tears	Solutions
	Vmax Vision, Inc.	Aberrometers; Diagnostic Equipment; Hand-Held Instrument; Measurement Equipment; Refractive Systems; Vision Testing Systems
	Volk Optical Inc.	Medical Devices; Medical Equipment; Ophthalmic Instruments; Surgical Instruments
NEW	WaveFront Dynamics	Aberrometers; Calibration Equipment; Consulting Services; Contact Lenses; Corneal Topography Systems; Diagnostic Equipment; Measurement Equipment; Research & Development
NEW	Weave	Communication Technology; Computer Software; Patient Management; Practice Management
	Wilson Ophthalmic, a Hilco Vision Company	Cataract Surgery; Diagnostic Contact Lenses; Ophthalmic Instruments; Optical Supplies; Pharmaceutical Products; Post-Op Sunglasses & Kits; Punctal Occluders; Surgical Instruments
	WinFame USA Inc	Ophthalmic Instruments; Ophthalmic Knives; Ophthalmic Safety Knife; Safety Ophthalmic Knife; Surgical Instruments; Ultrasound Equipment
	WITH US VISION	Intraocular Lenses
	Wolters Kluwer	Publisher
	Zeiss	Cataract Surgery; Diagnostic Equipment; Glaucoma Devices; Intraocular Lenses; Refractive Systems; Surgical Equipment
	Zepto (Mynosys)	Cataract Surgery; Medical Devices
	Ziemer Ophthalmics	Cataract Surgery; Corneal Topography Systems; Femtosecond Laser; Laser/Laser Services

# HOTEL AND TRAVEL INFORMATION

## HOTEL RESERVATIONS

Through our official housing partner, onPeak, we provide reduced hotel rates during the 2020 ASOA Annual Meeting. To obtain the ASOA discounted rates at your preferred hotel, we strongly encourage you to make your reservations as soon as possible. Reservations are on a first-come, first-serve basis and hotels with lower rates will sell out quickly.

Reservations can be made through onPeak at [ascrs.org/gethotel](https://ascrs.org/gethotel)

If you need additional assistance or want to make your reservations over the phone, agents can be reached at (800) 370-8282 or (312) 527-7300 Local/International.

### Notice: Beware of unauthorized hotels and poachers!

The one and only official hotel provider for the ASOA Annual Meeting is onPeak.

Be careful providing your financial information to any other company claiming to be affiliated with ASCRS and ASOA. Avoid poachers by booking your hotel at [ascrs.org/gethotel](https://ascrs.org/gethotel)

## WHY BOOK THROUGH ONPEAK?

ASOA negotiates special rates with the most convenient hotels and recognizes that attendees have many options in a variety of rate ranges when making hotel decisions. It is important you take a few minutes to understand the importance of selecting an official ASOA hotel.

- **ASOA hotel contracts protect you.** Booking within the ASOA hotel block gives us the opportunity, if the need does arise, to assist you with any hotel problem you may experience while at the meeting. When you choose other hotels or book through a third-party site, we have no way to help rectify a problem or inconvenience that you may encounter.
- **Networking opportunities.** Many ASOA attendees will spend time in the hotel lobby, hotel restaurants, and hotel bars, which allows for more convenient meetings as well as opportunities for chance encounters with colleagues you may not have met otherwise.

Should you have any questions, onPeak staff is available to help you by phone at (800) 370-8282 or (312) 527-7300.

Visit [annualmeeting.ascrs.org](https://annualmeeting.ascrs.org)  
for up to date programming information  
and registration details.

## HOTEL ACKNOWLEDGEMENTS

Confirmations will be emailed within 72 hours of receiving your reservation request.

## CANCELLATIONS

Payment Guarantee: No charges are incurred at the time of booking; however, a payment guarantee in the amount of one night's stay at the confirmed hotel plus current tax of up to 12.8%\* is required to hold your reservation. The hotel will charge payment to the credit card provided upon check-in. Please refer to your confirmation for full details, which may vary per hotel.

\*Note: City and local tax rates are subject to change.

## SUITES

Attendees can request information on sleeping suite availability by contacting onPeak.

Requests for suites for purposes other than sleeping must go through the ASOA office. Contact the Meetings Department by phone, (703) 591-2220, or email [affiliatemeetings@ascrs.org](mailto:affiliatemeetings@ascrs.org).

## TRAVEL

ASOA has negotiated discounted rates for travel to and from the meeting. More information will continually be made available at [AnnualMeeting.ascrs.org](https://AnnualMeeting.ascrs.org)

## VISA INFORMATION

For information on visa procedures, visit [AnnualMeeting.ascrs.org](https://AnnualMeeting.ascrs.org).

