PROGRAM PREVIEW

American Society of Ophthalmic Administrators (ASOA)

Technicians & Nurses

AnnualMeeting.ASCR.org

@ASCRSTWEETS
#ASCRS2020

@ASOA TWEETS
#ASOA2020

ANNUAL MEETING
In conjunction with ASCRS
15–19 May 2020
BOSTON, MA
ASOA THANKS OUR 2020 STRATEGIC BUSINESS PARTNERS FOR THEIR SUPPORT

Platinum Level

- BSM Consulting
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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
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

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday, May 13</strong></td>
<td>6:00 a.m. - 9:00 p.m.</td>
<td>Registration, Pre-Conference Deep Dives*</td>
</tr>
<tr>
<td><strong>Thursday, May 14</strong></td>
<td>6:00 a.m. - 9:00 p.m.</td>
<td>Registration, Certified Ophthalmic Executive (COE) Review, Part 1*</td>
</tr>
<tr>
<td><strong>Friday, May 15</strong></td>
<td>6:00 a.m. - 9:00 p.m.</td>
<td>Registration, COE Review, Part 2*</td>
</tr>
<tr>
<td><strong>Saturday, May 16</strong></td>
<td>6:00 a.m. - 9:00 p.m.</td>
<td>Registration, COE Review, Part 2*, Practice Management Courses, ASCRS and ASOA Welcome Party</td>
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<tr>
<td><strong>Sunday, May 17</strong></td>
<td>6:00 a.m. - 9:00 p.m.</td>
<td>Registration, Practice Management Courses, ASOA Celebration</td>
</tr>
<tr>
<td><strong>Monday, May 18</strong></td>
<td>6:00 a.m. - 9:00 p.m.</td>
<td>Registration, Monday General Session, Roundtables, Practice Management Courses</td>
</tr>
<tr>
<td><strong>Tuesday, May 19</strong></td>
<td>6:00 a.m. - 9:00 p.m.</td>
<td>Registration, Practice Management Courses, COE Exam**</td>
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</tbody>
</table>

*Separate registration and fee apply
**Must register by May 4, 2020. No onsite registrations allowed.
Register at
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.
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 1
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 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 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. Alamalhodaei, 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. Alamalhodaei, 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
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.
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 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. Elblom, 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
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.

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. For information regarding ATPO’s Ophthalmic Review Courses or Train the Trainer please visit 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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Friday, May 15, 2020</th>
<th>Saturday, May 16, 2020</th>
<th>Sunday, May 17, 2020</th>
<th>Monday May 18, 2020</th>
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<tbody>
<tr>
<td>6:00 a.m.</td>
<td>ATPO Ophthalmic Assistant Review Course, Level I*</td>
<td>ATPO Ophthalmic Assistant Review Course, Level I*</td>
<td>ATPO Ophthalmic Assistant Review Course, Level I*</td>
<td>ATPO Ophthalmic Assistant Review Course, Level I*</td>
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<tr>
<td>7:00 a.m.</td>
<td>ATPO Ophthalmic Technician Review Course, Level II*</td>
<td>ATPO Ophthalmic Technician Review Course, Level II*</td>
<td>ATPO Ophthalmic Technician Review Course, Level II*</td>
<td>ATPO Ophthalmic Technician Review Course, Level II*</td>
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<td>8:00 a.m.</td>
<td>ATPO Ophthalmic Medical Technologist Review Course, Level III*</td>
<td>ATPO Ophthalmic Medical Technologist Review Course, Level III*</td>
<td>ATPO Ophthalmic Medical Technologist Review Course, Level III*</td>
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<td>9:00 a.m.</td>
<td>ATPO Train the Trainer Course*</td>
<td>ATPO Train the Trainer Course*</td>
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<td>ATPO Train the Trainer Course*</td>
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<td>10:00 a.m.</td>
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<td>4:00 p.m.</td>
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<td>5:00 p.m.</td>
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<td>6:00 p.m.</td>
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<td>Biometry Learning Lab 1*</td>
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Visit [annualmeeting.ascrs.org](https://annualmeeting.ascrs.org) for up to date programming information and registration details.
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

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 apply. 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

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

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 1

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

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
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
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
MAY 15, 2020 | BOSTON CONVENTION AND EXHIBITION CENTER

REGISTRATION FORM
PLEASE PRINT CLEARLY USING BLUE OR BLACK INK.

<table>
<thead>
<tr>
<th>NAME</th>
<th>PROFESSIONAL CREDENTIALS</th>
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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

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: $115.00
- Ophthalnic Technician Review Session
  - ✧ ATPO Member: $90.00
  - ✧ Other registrants: $120.00
- Oph. Medical Technologist Review Session
  - ✧ ATPO Member: $100.00
  - ✧ Other registrants: $170.00
- 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: $________________

ATPO Membership Fee $75.00

(Immediate membership discounts apply)

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: $________________

ATPO membership:
- ✧ ATPO Membership Fee $75.00
  (Immediate membership discounts apply)
- Ophthalmic Assistant Review Session
  - ✧ ATPO Member: $75.00
  - ✧ Other registrants: $115.00
- Ophthalnic Technician Review Session
  - ✧ ATPO Member: $90.00
  - ✧ Other registrants: $120.00
- Oph. Medical Technologist Review Session
  - ✧ ATPO Member: $100.00
  - ✧ Other registrants: $170.00
- 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: $________________
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™. 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™ 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™.

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™. 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.
**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.

**ASCRS TAP 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

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<td>Medicel AG</td>
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<td>MED-LOGICS, INC.</td>
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<td>Micro Medical Devices, Inc.</td>
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<td>MICROspecialties, LLC</td>
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<td>Millennium Biomedical, Inc.</td>
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<td>Novartis Pharmaceuticals Corporation</td>
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<td>OASIS Medical, Inc.</td>
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<td>Ocular Instruments, Inc.</td>
<td>Diagnostic Contact Lenses; Diagnostic Non-Contact Lenses; Laser Treatment Lenses; Ophthalmoscopic Lenses; Specialty Contact Lenses; Surgical Glaucoma Lenses; Tonometers; Vitrectomy Lenses</td>
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<td>Ocular Surgery News and Healio by SLACK Inc.</td>
<td>Publisher</td>
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<td>Ocular Therapeutix</td>
<td>Punctum Plugs</td>
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# ANNUAL MEETING EXHIBITORS

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<tr>
<th>NEW</th>
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<td>OCULUS, Inc.</td>
<td>Cataract Surgery; Corneal Disease Diagnosis; Corneal Topography Systems; Diagnostic Equipment; Glaucoma Devices; Loupes; Ophthalmic Instruments; Refractive Systems</td>
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<td>OCuSOFT Inc.</td>
<td>Cataract Surgery; Pharmaceutical Products</td>
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<td>Omeros Corporation</td>
<td>Insurance Company; Patient Education</td>
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<td>OMIC</td>
<td>Business Management; Practice Management</td>
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<td>OOMC: A Family of Ophthalmic Practices</td>
<td>Business Management; Practice Management</td>
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<td>OPHTEC</td>
<td>Capsular Tension Rings; Intraocular Lenses; Ophthalmic Instruments; Refractive Systems; Surgical Instruments; Viscoelastics</td>
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<td>Consulting Services; Optical Dispensary Management</td>
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<td>Ophthalmology Management / PentaVision</td>
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<td>Ophthalmology Times</td>
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<td>OptiCall Inc.</td>
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<td>Optovue, Inc.</td>
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<td>Plasmapp Co., Ltd.</td>
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<td>Quidel Corporation</td>
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<td>Red Spot Interactive</td>
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<td>Reichert Inc.</td>
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<td>Rose Micro Solutions</td>
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<td>Intraocular Lenses; Ophthalmic Instruments; Ophthalmic Knives; Ophthalmic Safety Knife; Viscoelastics</td>
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<td>Santen Inc.</td>
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<td>AMARIS Excimer Laser; Corneal Topography Systems; Diagnostic Equipment; Laser/Laser Services; Presbyopia Correction; Refractive Systems</td>
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<td>Sihong Ophsurin Co., Ltd</td>
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<td>Sometech, Inc.</td>
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<td>WinFame USA Inc</td>
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<td>WITH US VISION</td>
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<td>Zeiss</td>
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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

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

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.

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.

TRAVEL
ASOA has negotiated discounted rates for travel to and from the meeting. More information will continually be made available at AnnualMeeting.ascrs.org

VISA INFORMATION
For information on visa procedures, visit AnnualMeeting.ascrs.org.

Visit annualmeeting.ascrs.org for up to date programming information and registration details.