

**Embassy Suites Cleveland - Rockside
5800 Rockside Woods Blvd.
Independence, OH 44131**

Directions

From Columbus: Take I-71 North toward Cleveland. Merge onto I-271 North via Exit 220 toward Erie, PA. Merge onto I-77 North via Exit 10 toward Cleveland. Take the Rockside Rd. Exit 155 toward Seven Hills/Independence. Turn Right onto Rockside Rd. Turn Left onto Rockside Woods Blvd.

From Cincinnati: Take I-71 North toward Columbus/Cleveland. Merge onto I-271 North via Exit 220 toward Erie, PA. Merge onto I-77 North via Exit 10 toward Cleveland. Take the Rockside Rd. Exit 155 toward Seven Hills/Independence. Turn Right onto Rockside Rd. Turn Left onto Rockside Woods Blvd.

From Toledo: Take I-75 South toward Dayton. Merge onto I-80 via the Exit on the Left toward Cleveland. Merge onto I-480 via Exit 151. Take the I-77 South Exit 20B toward Akron. Take the Rockside Rd Exit toward Independence/Seven Hills. Turn Left on Rockside Rd. Turn Left onto Rockside Woods Blvd.

From Dayton: Take I-70 East toward Columbus. Merge onto I-270 North via Exit 93B toward Cleveland. Merge onto I-71 North toward Cleveland via Exit 26B. Merge onto I-271 North via Exit 220 toward Erie, PA. Merge onto I-77 North via Exit 10 toward Cleveland. Take the Rockside Rd. Exit 155 toward Seven Hills/Independence. Turn Right onto Rockside Rd. Turn Left onto Rockside Woods Blvd.



Opticians Association of Ohio
1100-H Brandywine Blvd
Zanesville OH 43701-7303

Join us in Cleveland on September 14
for 3 hours of Spectacle Credit, 1 hour of
Management and 4 hours of Contact
Lens Credit



**Cleveland Division Continuing
Education Credit Program**

Sunday, September 14, 2008

8:00 am - 5:00 pm

Registration opens at 7:30 am

Embassy Suites Cleveland - Rockside

Independence, Ohio

3 Hours Spectacle Credit
1 Hour Management Credit
4 Hours Contact Lens Credit

All credit hours have been approval by the Ohio Optical
Dispensers Board.

Schedule of Events

7:30 am - 5:00 pm - Registration Opens

8:00 am - 9:00 am

It's What You Don't See That Makes the Difference

1 hr SP - *Instructor: Ken Harden*

Anti-reflective lenses continue to grow in popularity due to performance improvements in areas such as abrasion resistance, long-term durability as well as cleanability. These improvements are largely driven by the advent of manufacturer-integrated coating processes coupled with substrate matching of coatings themselves.

9:00 am - 10:00 am

Matchmaking: Your Patient and the Right Lens

1 hr SP - *Instructor: Ken Harden*

To remain competitive in today's ophthalmic market, one must strive for complete patient satisfaction. A new technique called "Match Making" is used to match the appropriate optical product with the individual purchasing it. After all, the patient is the one who will benefit through making informed purchasing decisions. We as Eyecare professionals (ECPs) must be able to explain detailed information on the latest technology and when to recommend it based on the individual.

10:00 am - 11:00 am

Differentiation In Today's Modern Optical Practice

1 hr M - *Instructor: Jason Miller*

Retail chains and mass merchandisers are commanding a bigger slice of the market each year. Patients visit less frequently, and when they do, some take their eyeglass prescriptions elsewhere. Your practice isn't growing as fast as you'd like, and dispensary sales are less than stellar. How can you, as an independent practitioner, compete with this growth and succeed in an increasingly competitive environment?

11:00 am - 12:00 pm

Progressives In Evolution and Revolution

1 hr SP - *Instructor: Jason Miller*

The most recent and dramatic innovation in progressive lenses is the ability to customize both surfaces through free-form manufacturing. This technology provides the designer and ultimately the patient with the best lens for their Rx, reading distance and frame choice. Learn how the new and patented Integrated Double Surface Technology is used to evolve a completely new design technology resulting in progressives of unparalleled satisfaction.

12:00 pm - 1:00 pm - Lunch on Your Own

1:00 pm - 3:00 pm

Adverse Responses to Contact Lenses

2 hrs CL - *Instructor: Mike Gzik*

The course will identify signs and symptoms of various material related adverse responses and their management. This course will instruct the participant on the various strategies and designs that may be utilized to help a practitioner continue to fit the appropriate design, modality and material on a patient.

3:00 pm - 5:00 pm

Fitting the Presbyope

2 hrs CL - *Instructor: Mike Gzik*

Through the presentation of case history, the participant will be able to evaluate a presbyopic prescription to determine what will suit the patients needs properly. The participant will be able to differentiate the methods of correcting presbyopia to meet these needs. The methods include but are not limited to glasses, distance contacts and glasses, Bi-focal contact lenses and monovision. Methods of selecting a proper presbyopic candidate for hydrogel fitting will be discussed.

About the Instructors

Mike Gzik, FCLSA, NCLE, COT - Sponsored by Bausch & Lomb

Mike has been an adjunct and clinical instructor for contact lens technology at SUNY Health Science Center Syracuse, Department of Ophthalmology resident program for 20 years. He is a Fellow in the Contact Lens Society of America, JCAHPO Certified Ophthalmic Technician and NCLE certified. Mr. Gzik is a past president of the New York Contact Lens Society and has served the Contact Lens Society of America as a director and treasurer.

Ken Harden - Sponsored by HOYA Vision Care

Ken is the National AR Brand Sales Manager for Hoya North America, Lewisville, TX. With a BBA in Marketing, he is currently responsible for the following: 1. Develops, implements, ad monitor sales strategies to achieve AR lens sales achievement to forecast 2. Aids in developing strategies for key accounts 3. Participates in new hire training and development 4. Conducts field visits with sales reps to reinforce good selling techniques and 5. Conducts seminars to educate the industry on the need for AR lenses.

Jason Miller, O.D., M.B.A. - Sponsored by HOYA Vision Care

Jason is currently with EyeCare Professionals of Powell (Group Practice - Contact Lens, Infant SEE provider, High-Technology Treatment for Medical Eye Care. He has been quoted in *Review of Optometry* and *Optometry: Journal of the American Optometric Association*.

All courses have been approval by the Ohio Optical Dispensers Board for 3 hours Spectacle, one hour management and 4 hours Contact Lens credit
Maximum attendance hours: 8

OAO Cleveland Division Continuing Education Program September 14, 2008

Embassy Suites Cleveland - Rockside
Independence, Ohio

All Day (3 SP, 1 M, 4 CL)
Member Rate \$60
Non Member Rate \$120

Morning Only (3 SP, 1 M)
OR

Afternoon Only (4 CL)
Member Rate \$30
Non Member Rate \$60

Register before September 3 to receive these rates. After September 3, a fee of \$10 will be added to the rates. Refunds are not available, but a credit may be used within 18 months if cancellation is necessary.

Check ONE: OAO Member Non Member
 Privileged

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Completing this form serves Management notice that you agree to be contacted by mail/phone/fax and/or e-mail.

Payment:

Checks payable to: **Opticians Association of Ohio**

Credit Card:

Visa MasterCard American Express Discover

Card Number _____ Exp _____

Name on Card _____

Signature _____

Return Payment to:
Opticians Association of Ohio
1100-H Brandywine Blvd • Zanesville OH 43701-7303
Fax: 740-452-2552 • Phone: 800-661-5367
E-mail: Info@OAO.org
www.oao.org

OFFICE USE ONLY

Date: _____ Amt: _____ Check # : _____ Ackd: _____

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