



W I S C O N S I N
OPTOMETRIC
A S S O C I A T I O N

**2012 WOA
Spring Seminar
Doctor Registration Packet**

April 11 & 12, 2012

Country Springs Hotel
Waukesha, WI

February 22, 2012

Who: Wisconsin Optometrists

What: Wisconsin Optometric Association 2012 Spring Seminar

When: April 11-12, 2012

Where: Country Springs Hotel, Waukesha, Wisconsin

Registration is under way for the 2012 WOA Spring Seminar in Waukesha. The education will begin at 8:00 a.m. on Wednesday, April 11th and run until 5:00 p.m. on Thursday, April 12th. **Recently we added 2 additional hours of practice management education regarding proper medical record keeping to survive audits and electronic health records highlighting meaningful use. There is no additional charge for these 2 hours, and you don't have to be registered for the other education to attend these courses, however you must complete a registration form.**

Special thanks to Carl Zeiss Meditec for providing educational grant sponsorship for this event. It is through industry support like this that the WOA can continue to bring quality speakers to Wisconsin. Please make sure to thank our industry supporters in the exhibit hall for their generosity. Speaking of the exhibit hall, we expect a full house this year, with 40 companies attending. These companies are excited to come to Waukesha and show their support of our profession as well as demonstrate their products and new ideas.

Speakers:

- **Mark Dunbar, O.D.**, Director of Optometric Services and the Optometry Residency Supervisor at Bascom Palmer Eye Institute, Miami, FL
- **Inder Paul Singh, M.D.**, The Eyecare Centers of Racine & Kenosha, Wisconsin
- **Christina Sindt, O.D.**, Associate Professor of Clinical Ophthalmology and Director of the Contact Lens Service at the University of Iowa Department of Ophthalmology and Visual Sciences
- **Charles Brownlow, O.D.**, Managing PMI, LLC and WOA Associate Director
- **Scott Jens, O.D.**, Owner Isthmus Eyecare, Middleton, WI and Revolution EHR

Education Approval:

14 hours offered, Wisconsin Optometry Examining Board approved, comprised of:

3 hours contact lens (CL) 3 hours posterior segment (PS) 4 hours glaucoma (GL)
3 hours anterior segment (AS) 1 hour principles of diagnosis (PD) 2 hours practice management (PM)

Courses have also been submitted to Michigan and Minnesota for approval.

Indiana and Ohio automatically accept all CE provided by WOA.

12 of the 14 hours have been submitted to COPE and are currently pending.

Registration Information:

To take advantage of early bird discounts, please complete the registration form and return it to the WOA prior to March 23, 2012. As you will see, there are three options for registration: (1) Full Registration, select either one or two days (includes all education and meals), or (2) Partial Registration, select classes and meals individually and pay per class. There is a substantial registration discount for WOA members. If you are currently not a member of the WOA and would like to join, please contact Joleen at the WOA office by phone at 800-678-5357 or by email at joleenwoaoffice@tds.net for more information.

Hotel Information:

To make room reservations, please contact the Country Springs Hotel - Waukesha at 1-800-247-6640 prior to **March 11, 2012, as the room block will be released on that date.** It is up to the hotel's discretion if they honor the contracted rate after the block is released. The contracted room rates are: standard deluxe room = \$119 plus tax, executive suite = \$139 plus tax, or governor suite = \$169 plus tax. The Country Springs Hotel also has a 45,000 square foot indoor water park featuring slides, rides and a lazy river available for guest use. Visit their website at www.countryspringshotel.com for more information. Rates for rooms that include waterpark access are as follows: standard deluxe room = \$129 plus tax, executive suite = \$149 plus tax, or governor suite = \$179 plus tax.

**Special Thanks to the 2012 Spring Seminar Sponsor
Carl Zeiss Meditec**

SPEAKERS

Charles Brownlow, O.D., F.A.A.O.

Dr. Charles Brownlow is a Wisconsin licensed optometrist with 20 years experience in private eye care practices, working with both optometrists and ophthalmologists. He served as executive vice president of the Wisconsin Optometric Association from 1990-2008 and has been active as a consultant to eye doctors since 1994. He has presented over 375 lectures on medical record keeping and other practice management issues in 50 states and has served as a consultant for several major health care manufacturers, consulting groups, and insurers. He has also completed well over 150 in-office consultations for eye doctors and their personnel.

Dr. Brownlow now provides consulting services through PMI, LLC to eye care clients in the areas of medical record keeping, fee schedules and compliance with third party rules, including medical records compliance programs and HIPAA. He has done records reviews and fee analyses for hundreds of eye care offices during the past few years, gaining a very clear understanding of the needs of health care providers around the country.

Mark Dunbar, O.D., F.A.A.O

Dr. Mark T. Dunbar graduated from the Michigan College of Optometry at Ferris State University in 1986 and completed a Fellowship in Ocular Disease at the Omni Eye Services of Lexington, KY. Dr. Dunbar has been a member of the optometric staff at the University of Miami's Bascom Palmer Eye Institute for the past 25 years. He currently serves as the Director of Optometric Services and the Optometry Residency Supervisor.

Dr. Dunbar is a Fellow of the American Academy of Optometry and is a founding member of both the Optometric Glaucoma Society (OGS) and the Optometric Retina Society (ORS). Dr. Dunbar also serves on the Editorial Board for *Review of Optometry* and currently writes the monthly Retina Quiz. In the state of Florida, Dr. Dunbar is one of the two optometrists on the Topical Ocular Pharmaceutical Advisory (TOPA) Committee.

Scott Jens, O.D., F.A.A.O

Dr. Scott Jens received his OD degree with honors from Illinois College of Optometry and performed his undergraduate work at the University of Wisconsin – Madison. He has been in group private optometric practice since 1991 and has been a lifelong optometric association volunteer in Wisconsin, where he was President of the WOA in 1997, and for the AOA, for which he served as the initial chair of the AOA InfantSEE Committee for nearly five years.

Following his consulting work in helping ODs with optometric care documentation, he co-founded RevolutionEHR – optometry's leading cloud-based EHR and Practice Management software

solution. Today he serves as CEO of RevolutionEHR and lectures on the topic of EHR adoption and utilization, while maintaining an emphasis on the importance of excellence in documentation of optometric care.

Christina Sindt, O.D., F.A.A.O

Dr. Christine W. Sindt is a 1994 graduate of The Ohio State University College of Optometry. She completed a disease-based residency at the Cleveland VA Medical Center. Dr. Sindt joined the faculty of the University of Iowa Department of Ophthalmology and Visual Sciences in 1995, where she is currently an Associate Professor of Clinical Ophthalmology and Director of the Contact

Lens Service.

Dr. Sindt is a Fellow in the Academy of Optometry. She was the 2010-2011 Chair of the AOA Cornea and Contact Lens Council, Immediate Past President of Women of Vision, and President of the Scleral Lens Education Society. Dr. Sindt is Chief Clinical Editor for *Review of Optometry* and an Associate Editor for *Review of Cornea and Contact Lens*.

I. Paul Singh, M.D.

Dr. I. Paul Singh, a native of Racine, WI, is part of The Eye Centers of Racine & Kenosha, Ltd., which was founded in 1981 by his father, Dr. Kanwar A. Singh. Dr. Paul Singh completed his residency at Cook County Hospital - Division of Ophthalmology and his internship at Michael Reese Hospital - Department of Medicine, both in Chicago, Illinois. He graduated from Finch University of Health Sciences/The Chicago Medical School in 1999. His undergraduate education was completed at Washington

University in St. Louis, with a B.A. and M.A. in Biology and Psychology. He completed his fellowship in Glaucoma at Duke University in July 2004, where he received the prestigious "fellow of the year" award.

Throughout his Ophthalmology training, Dr. Paul Singh has been involved with clinical research and has published a number of peer reviewed papers on his research in several ophthalmology journals. He has presented papers at the annual meeting of the Association of Research in Vision and Optics, at The American Society of Cataract and Refractive Surgery, as well as The American Academy of Ophthalmology. Dr. Paul Singh has developed expertise in a variety of surgical procedures, including laser surgery, incisional surgery, trabeculectomy, express shunt, trabectome, glaucoma tube implantation, and trans ciliary filtration. Dr. Singh is currently involved with clinical research both independently and in conjunction with pharmaceutical support. He currently gives lectures around the country on various glaucoma and dry eye related topics.

Course Schedule

Wed 11

7:00 a.m.—5:00 p.m.

Registration
Grand Ballroom Foyer

8:00 a.m. - 9:40 a.m.

“Advances In OCT Imaging: The Swiss Army Pocket Knife For Eye Care”

Mark Dunbar, O.D., F.A.A.O
1 hour PS
COPE: 32879-PS
Grand Salon

Optical Coherence Tomography has revolutionized our understanding of macular disease and has emerged as an important tool in the management of glaucoma. This lecture will provide a nuts and bolts approach using cases to understand and interpret the OCT as well as provide an update on what's new with this indispensable imaging technology.

AND

“Diagnosis Of Conditions Invisible To Ophthalmoscopy”

Mark Dunbar, O.D., F.A.A.O
1 hour PD
COPE: 31565-PD
Grand Salon

This course will discuss the importance of imaging in the diagnosis of conditions that are difficult to make by clinical examination alone. Conditions discussed include macular hole and VMT, macular telangiectasis, ICSC and other occult retinal conditions.

9:40 a.m. –10:30 a.m.

Break
Exhibit Hall
Grand Ballroom and Foyer

10:30 a.m. -12:10 p.m.

“Glaucoma Update and Grand Rounds”

Mark Dunbar, O.D., F.A.A.O
2 hours GL
COPE: 24327-GL
Grand Salon

This course will highlight the most contemporary views on practical glaucoma management for the primary care optometrist. A series of grand round style cases will be presented to highlight current concepts and encourage participant interaction.

12:10 p.m. - 1:30 p.m.

Lunch
Exhibit Hall & Foyer

1:30 p.m.— 3:15 p.m.

“Clinical Decisions in Retina”

Mark Dunbar, O.D., F.A.A.O
2 hours PS
COPE: 27428-PS
Grand Salon

Interesting cases with important questions when examining the retina will be presented. From the macula to the peripheral retina, a potpourri of conditions that we routinely see in our clinical practices will be discussed with the answers to the questions that we all ask ourselves.

3:15 p.m.—4:00 p.m.

Break
Exhibit Hall
Grand Ballroom

4:00 p.m.—5:40 p.m.

“Can We Keep Our Glaucoma Patients Happy?”

I. Paul Singh, M.D.
1 hour GL
Grand Salon

One of the most important issues we face in the medical management of glaucoma is patient compliance. Due to the asymptomatic nature of glaucoma, maintaining patients on a drug regimen for an extended period of time is challenging and a large part of the art of managing glaucoma patients. It is also difficult to maintain adequate patient follow up and patient satisfaction. We will discuss the various barriers to compliance i.e. education, cost, co-morbidities, drug regimen, and drug side effects, and will describe studies, clinical tools and techniques to improve long term compliance.

AND

“24 Hour IOP Control - Not Just An Office Hours Disease”

I. Paul Singh, M.D.
1 hour GL
Grand Salon

Maintaining good IOP control has been the mainstay of our glaucoma treatment. Our office IOP measurements only measure IOP during the diurnal period. Recent studies have demonstrated a large number of patient exhibit fluctuation in IOP during non office hours i.e. over the nocturnal period. We will discuss studies demonstrating the importance of controlling IOP during non office hours and clinical options currently available to control IOP over a 24 hour period. We will also focus on new technologies and devices on the horizon to measure IOP 24 hours a day and allow patients to record these measurements at home. This information will better allow clinicians to understand why certain patients may progress despite adequate IOP control in the office.

5:40 p.m. – 7:15 p.m.
Exhibit Hall Open House
Grand Ballroom and Foyer

Thurs 12

7:00 a.m. - 2:00 p.m.
Registration - Grand Ballroom Foyer

7:00 a.m. – 8:00 a.m.
Continental Breakfast for Doctors
 NO Exhibit Hall

8:00 a.m. - 9:40 a.m.
“Corneal Disorders Epi to Endo”
 Christina Sindt, O.D.
 1 hour CL - COPE#: 29248-CL
 Grand Salon

The cornea is the window to our world. This course discusses acquired versus congenital, dystrophies versus degenerations and the appropriate treatment options. Participants will develop a clinically based concept of corneal physiology.

AND

“Maximizing Safety and Success With Silicone Hydrogel Continuous Wear Lenses”
 Christina Sindt, O.D.
 1 hour CL - COPE#: 26009-CL
 Grand Salon

We now have the benefit of over 10 years of clinical experience and research on continuous wear of silicone hydrogel lenses. This presentation will review what we have learned in the past decade about the relative safety of CW, put it into perspective with other vision correction options, and review risk factors and general precautions associated with CW.

9:40 a.m. - 10:40 a.m.
Exhibit Hall Break
 Final Session
 Grand Ballroom and Foyer

10:40 a.m. -12:15 p.m.
“Diagnosis and Management of Contact Lens Complications”
 Christina Sindt, O.D.
 2 hours AS - COPE#: 24248– AS
 Grand Salon

This course explores the pathology associated with contact lens wear. Differential diagnosis and

management will be discussed. This course is a comprehensive guide to risk management in a case based presentation.

12:15 p.m. – 1:20 p.m.
Lunch for Doctors - North Ballroom

1:20 p.m. – 3:00 p.m.
“Scleral Lenses For Contemporary Practice”
 Christina Sindt, O.D.
 2 hours CL
 29248-CL
 Grand Salon

This course is designed to cover scleral lens design and application for the novice to the most advanced contact lens practitioner. Selecting lens designs, topography considerations, and unique properties of scleral lenses will be discussed. Scleral lenses are not as difficult as they may seem, but have endless possibilities. Once you fit a scleral lens, you'll be hooked.

3:15 p.m. – 5:00 p.m.
“Medicare and Insurance Audits: Preparing for the Inevitable”
 Charles Brownlow, O.D.
 1 hour PM
 Grand Salon

Medicare and other insurers are promising an increase in audits of providers' claims in 2012 and beyond, including reviews of charts and internal protocols for record keeping and coding. Dr. Brownlow will explain why there will be more audits, what the audits will include, and how to prepare for audits. Most importantly, attendees will hear how to develop in-office protocols to be sure that the care provided, the content of every patient's medical record, and every code that is chosen for reporting the care is based purely on the needs of the patient. Returning focus to patient care will assist in guaranteeing that any payer audit will result in ratification of the quality of the care, excellence in medical record keeping, and accuracy in coding.

AND

“Electronic Health Record (EHR) Certification and Meaningful Use Overview”
 Scott Jens, O.D.
 1 hour PM
 Grand Salon

This course focuses on educating optometrists about the EHR Incentive Program's various facets. EHR software certification will be reviewed, along with doctor registration procedures to the Incentive Program. Each of the 25 Meaningful Use objectives are covered in detail in order to help optometrists prepare for the process of delivering eye care services that can achieve the standards and receive incentive payments from CMS.

Registration Information—Things You Need To Know

- ◆ The deadline for [early bird registration](#) is March 23, 2012. After that date, rates will go up by \$20.00.
- ◆ The deadline for [general registration](#) is April 9, 2012. No registrations will be allowed on-site.
- ◆ All courses will be filled on a first-come, first-served basis. Only completed registration forms with payment for seminar will be accepted.
- ◆ Incomplete forms will delay processing. Please make sure you have provided all necessary information and type or print clearly on the form.
- ◆ Payment must be included with registration form!
- ◆ There are two registration forms:
 1. **Full Registration**: A discounted package including all meals and all education classes on either one or both days of the event. You must select which classes and meals you plan on attending.
 2. **Partial Registration**: You choose classes and meals individually and pay on a per class basis.

The registration form is printed on both sides; one side is “Full Registration” and the other is “Partial Registration.” Please only complete one side of the form!

- ◆ You must check each class and meal you plan on attending, whether you choose “Full Registration” or “Partial Registration.” **You will only receive tickets for classes and meals that are marked.**
- ◆ Confirmation notices will be sent at least two weeks prior to the seminar to all doctors who register before that date. All classes, meals and other functions require either a ticket or name badge for admittance.

Refunds

- ◆ Doctors who pre-register and find out they are unable to attend may obtain a refund (less a \$25 administrative fee) if their written notice of cancellation either by email, fax or standard mail is received in the WOA office by April 9, 2012.
- ◆ All refund checks will be mailed after the conference.

2012 WOA CE Events

August 3-4	Summer Event - 8 hours CE Blue Harbor Resort Sheboygan	Oct 12-13	Northwoods Education Event 8 hours CE Black Bear Lodge St. Germain
Sept 27-30	Convention and Annual Meeting 22 hours CE Kalahari Resort Wisconsin Dells	Nov 9-10	Primary Care Symposium 9 hours CE Country Springs Hotel Waukesha

FULL REGISTRATION FORM

2012 WOA Spring Seminar

Please complete and return to WOA by March 23 for early bird rates

Registrant Name _____ OE Tracker # _____
 Mailing Address _____ License #: _____
 City/State/Zip _____ Daytime Phone (____) _____
 Email Address _____ Fax Number (____) _____

Time	Course	CE Credit
WEDNESDAY, APRIL 11, 2012		
<input type="checkbox"/> 8:00 a.m. - 9:40 a.m.	“Advances in OCT Imaging: The Swiss Army Pocket Knife For Eye Care” “Diagnosis of Conditions Invisible To Ophthalmoscopy” Dr. Mark Dunbar - COPE # 32879-PS and 31565-PD	1 hr PS 1 hr PD
<input type="checkbox"/> 10:30 a.m. - 12:10 p.m.	“Glaucoma Update and Grand Rounds” Dr. Mark Dunbar - COPE # 24327-GL	2 hrs GL
<input type="checkbox"/> 12:10 p.m.—1:30 p.m.	Lunch in Exhibit Hall and Foyer	
<input type="checkbox"/> 1:30 p.m.—3:15 p.m.	“Clinical Decisions in Retina” - Dr. Mark Dunbar - COPE # 27428-PS	2 hrs PS
<input type="checkbox"/> 4:00 p.m.—5:40 p.m.	“Can We Keep Our Glaucoma Patients Happy?” “24 Hour IOP Control - Not Just An Office Hours Disease” - Dr. I. Paul Singh	2 hrs GL
<input type="checkbox"/> 5:40 p.m.—7:15 p.m.	Exhibit Hall Open House	

THURSDAY, APRIL 12, 2012		
<input type="checkbox"/> 8:00 a.m. - 9:40 a.m.	“Corneal Disorders Epi to Endo” “Maximizing Safety and Success With Silicone Hydrogel Continuous Wear Lenses” - Dr. Christina Sindt - COPE #'s 24615-AS and 26009-CL	1 hr AS 1 hr CL
<input type="checkbox"/> 10:40 a.m. - 12:15 p.m.	“Diagnosis and Management of Contact Lens Complications” Dr. Christina Sindt - COPE # 24248-AS	2 hrs AS
<input type="checkbox"/> 12:15 p.m. - 1:20 p.m.	Lunch	
<input type="checkbox"/> 1:20 p.m. - 3:00 p.m.	“Scleral Lenses For Contemporary Practice” -Dr. Christina Sindt: COPE # 22242-CL	2 hrs CL
<input type="checkbox"/> 3:15 p.m. - 5:00 p.m.	“Medicare and Insurance Audits: Preparing for the Inevitable” - Dr. Brownlow “Electronic Health Record (EHR) Certification and Meaningful Use Overview” - Dr. Scott Jens	2 hrs PM

PLEASE SELECT EITHER 2 DAY OR 1 DAY REGISTRATION BELOW

2 DAY REGISTRATION

Early Bird WOA/AOA Member Fee = \$275.00
Early Bird Non Member Fee = \$825.00
*(Includes all classes and meals checked above
 Must be postmarked prior to March 23, 2012)*

WOA/AOA Member Regular Fee = \$295.00
Non Member Regular Fee = \$845.00
*(Includes all classes and meals checked above
 Postmarked March 23, 2012 or after)*

ONE DAY REGISTRATION -Please select one

Early Bird Pricing (Postmarked on or before March 23, 2012)
 _____ Wednesday WOA/AOA Member - \$200.00
 _____ Wednesday Non Member - \$600.00
 _____ Thursday WOA/AOA Member - \$160.00
 _____ Thursday Non Member - \$480.00

Regular Pricing (Postmarked after March 23, 2012)
 _____ Wednesday WOA/AOA Member - \$220.00
 _____ Wednesday Non Member - \$620.00
 _____ Thursday WOA/AOA Member - \$180.00
 _____ Thursday Non Member - \$500.00

Check Enclosed: _____ Yes _____ No	MC _____ VISA _____	Expiration Date: _____	3 Digit V-Code _____
Card # _____	Signature _____		
Your Address _____	Zip Code: _____		

PARTIAL REGISTRATION FORM

2012 WOA Spring Seminar

Please complete and return to WOA by March 23 for early bird rates

Registrant Name _____ OE Tracker # _____
 Mailing Address _____ License #: _____
 City/State/Zip _____ Daytime Phone (____) _____
 Email Address _____ Fax Number (____) _____

Time

Course

CE Credit

WEDNESDAY, APRIL 11, 2012

<input type="checkbox"/>	8:00 a.m. - 9:40 a.m.	“Advances in OCT Imaging: The Swiss Army Pocket Knife For Eye Care” “Diagnosis of Conditions Invisible To Ophthalmoscopy” Dr. Mark Dunbar - COPE #'s 32879-PS and 31565-PD	1 hr PS 1 hr PD
<input type="checkbox"/>	10:30 a.m. - 12:10 p.m.	“Glaucoma Update and Grand Rounds” Dr. Mark Dunbar - COPE # 24327-GL	2 hrs GL
<input type="checkbox"/>	12:10 p.m.—1:30 p.m.	Lunch in Exhibit Hall and Foyer	
<input type="checkbox"/>	1:30 p.m.—3:15 p.m.	“Clinical Decisions in Retina” Dr. Mark Dunbar - COPE # 27428-PS	2 hrs PS
<input type="checkbox"/>	4:00 p.m.—5:40 p.m.	“Can We Keep Our Glaucoma Patients Happy?” “24 Hour IOP Control - Not Just An Office Hours Disease” Dr. I. Paul Singh	2 hrs GL
<input type="checkbox"/>	5:40 p.m.—7:15 p.m.	Exhibit Hall Open House	

THURSDAY, APRIL 12, 2012

<input type="checkbox"/>	8:00 a.m. - 9:40 a.m.	“Corneal Disorders Epi to Endo” “Maximizing Safety and Success With Silicone Hydrogel Continuous Wear Lenses” - Dr. Christina Sindt - COPE #'s 24615-AS and 26009-CL	1 hr AS 1 hr CL
<input type="checkbox"/>	10:40 a.m. - 12:15 p.m.	“Diagnosis and Management of Contact Lens Complications” Dr. Christina Sindt - COPE # 24248-AS	2 hrs AS
<input type="checkbox"/>	12:15 p.m. - 1:20 p.m.	Lunch	
<input type="checkbox"/>	1:20 p.m. - 3:00 p.m.	“Scleral Lenses For Contemporary Practice” Dr. Christina Sindt - COPE # 22242-CL	2 hrs CL
<input type="checkbox"/>	3:15 p.m. - 5:00 p.m.	“Medicare and Insurance Audits: Preparing for the Inevitable” - Dr. Brownlow “Electronic Health Record (EHR) Certification and Meaningful Use Overview” - Dr. Scott Jens	2 hrs PM FREE for Members!!!

PER CLASS REGISTRATION

Per class charge for CE:

\$60 WOA/AOA Members

\$180 NON WOA or NON AOA Members

Thursday 3:15 course FREE for Members

- A. Base Registration Fee (Required) **\$25.00**
- B. Total For Classes selected (See pricing above) \$ _____
- C. Lunch is \$22 per day _____ Days X \$22 = \$ _____
- Total Fee Early Bird Registration (A+B+C) \$ _____
- D. After March 23, add \$20.00 \$ _____
- Total Fee Regular Registration (A+B+C+D) \$ _____

Check Enclosed: _____ Yes _____ No

Credit Card: MC _____ VISA _____

Card # _____

Expiration Date: _____ 3 Digit V-Code _____

Signature _____

Address _____

Zip _____

**Please return to:
 WOA - 6510 Grand Teton Plaza, Suite 312
 Madison, WI 53719
 FAX: 608-824-2205**