



2010 ANNUAL FALL SEMINAR

Friday September 24 to Saturday September 25, 2010-Madison Marroitt West, Madison (608) 831-2000
PLEASE READ ALL INSTRUCTIONS THOROUGHLY TO INSURE PROPER REGISTRATION

2010 FALL SEMINAR COURSE DESCRIPTIONS

CHECK (X) YES FOR ALL CLASSES & EVENTS YOU WILL BE ATTENDING				X
FRIDAY, SEPTEMBER 24				
4:00PM-6:00PM	REGISTRATION			
6:00PM-7:00PM	EXHIBIT HALL			
5:00PM-6:00PM			4:00PM-5:00PM	
REVIEWING THE MEDICAID PORTAL SHAWN THOMAS, MEDICAID FIELD REPRESENTATIVE			A PROFESSIONALS GUIDE TO VISUAL FIELDS DR CARLO PELINO	
SATURDAY, SEPTEMBER 25				
7:00AM-8:15AM	BREAKFAST			
8:15AM-8:30AM	PRESIDENTS WELCOME			
8:30AM-11:30 AM		8:30AM-9:30 AM		8:30AM-9:30 AM
CPO REVIEW DR AMBER DENTZ		COMPETING WITH THE INTERNET DIANNE SAMUEL-SAFILO	HOW TO OBTAIN QUALITY INFORMATION WHEN ASSESSING PATIENTS WITH SPECIAL NEEDS DR MONTECALVO	
		9:30AM-10:30 AM		9:30AM-10:30 AM
		UP SELLING IN A DOWN ECONOMY DIANNE SAMUEL-SAFILO	HELPING THE DOCTOR IDENTIFY PATIENTS THAT CAN BENEFIT FROM VISION THERAPY DR MONTECALVO	
		10:30AM-11:30 AM		10:30AM-11:30 AM
		THE INTERVIEW PROCESS LYNN LAWRENCE	CIRCLE OF CARE JOHN SALTNESS-ESSILOR	
LUNCH WITH THE WOA 11:30AM-1:30PM				
BEEF ENTRE				
CHICKEN ENTRE				
VEGETARIAN ENTRE				
1:30PM-4:30PM		1:30PM-3:30PM		1:30PM-3:30PM
CPOA/CPOT REVIEW-AOA DR AMBER DENTZ		TEAM BASED MEDICINE <i>DOCTOR AND PARA JOINT COURSE</i> AOA APPROVED COPE PENDING LYNN LAWRENCE	A PROFESSIONALS GUIDE TO THE POSTERIOR SEGMENT DR JOSEPH PIZZIMENTI	
		3:30PM-4:30PM		3:30PM-5:30PM
		SECOND PAIR SALES CAMPAIGN SONY MEYER-ESSILOR	RETINAL IMAGING WORKSHOP DR CARLO PELINO	
		4:30PM-5:30PM		
CAPITALIZING ON THE POLARIZED ADVANTAGE VALERIE LEHMAN-ESSILOR				

- Team Based Medicine Approach: presented by Lynn Lawrence** Greenway Room
This interactive lecture identifies good inter-office practices, communication principles, professionalism, and procedures required to produce teamwork skills for doctors and staff. This lecture provokes discussion and uses real audience situations from current offices situations to discuss ways of producing teamwork. A practical hands-on application and exercise will be accomplished to identify pitfalls to avoid and tools that can be used to enhance teamwork. [2 AOA credit, COPE pending]
- The Interview Process: presented by Lynn Lawrence** Salon H
This lecture is designed to educate both the interviewer and the interviewee on the process of the interview. This critical aspect of employment cannot be overlooked. This critical element is the linchpin to successful employment for long term employees. This tool is useful for every employer. [1 AOA credit]
- A Professional's Guide to Visual Fields: presented by Dr Carlo Pelino** Greenway Room
An introductory lecture on what the paraoptometric professional needs to know about visual field testing. This course covers the two uses of perimetry (visual field testing) in eye care. Covered topics include different types of perimeters, various testing strategies for difference diseases, how perimetry works, patient setup, and tips for obtaining reliable results. Real case examples are presented, as well as sample images of visual field finding for various conditions such as stroke, glaucoma, optic atrophy, and macular diseases. [1 AOA credit]
- Posterior Segment Imaging Workshop: presented by Dr Carlo Pelino** Salon H
This is a hands-on workshop that enables the participant to actually work with a variety of posterior segment imaging techniques and equipment. Emphasis is placed on what the paraoptometric professional needs to know. Real case examples are presented, as well as sample images for various ocular diseases. [2 AOA credit]
- A Professional's Guide to the Posterior Segment: presented by Dr Pizzimenti** Salon H
An introductory lecture on what the paraoptometric professional needs to know about the retina prior to performing retinal imaging. This course will cover the anatomy of the retina and the functions of the retina. Once a paraoptometric professional has a good understanding of the retina, performing retinal imaging will more effective. [2 AOA credit]
- Second Pair Sales Campaign: presented by Sony Meyer** Greenway Room
Build your business by increasing second pairs to your patients. Focusing on activity lenses vs sun wear only second pair sales. Answering the question, "why a second pair?". Presenting the materials and techniques to succeed as opticians in this very important endeavor. [1 ABO credit, 1 AOA credit]
- Capitalizing on the Polarized Advantage: presented by Valerie Lehmann** Greenway Room
Investigating the current optical market and how it affects our jobs as paraoptometrics. Polarized lens features and benefits. A discussion on the technical aspects and considerations of polarized lenses. [1 ABO credit, 1 AOA credit]
- Circle of Care: presented by John E. Saltness** Greenway Room
A discussion from the optician's perspective on the culture of a successful Optometric office. Usually given to the Dr's, this is focused on the opticians and what they can do and how they benefit. Looking at previous trends and how they result in future opportunities. Consumer habits, how they are evolving and how we can take advantage. [1 ABO credit, 1 AOA credit]
- How to Obtain Quality Information when Assessing Patients with Special Needs: presented by Dr. Montecalvo** Greenway Room
To improve data collection for optometric testing for patients with special needs. This presentation will demonstrate how to adapt your testing environment and testing techniques to achieve quality results from tests conducted. [1 AOA credit]
- Helping the Doctor Identify Patients that can Benefit from Vision Therapy: presented by Dr. Montecalvo** Greenway Room
The Paraoptometric is a critical piece to helping the optometrist identify patients that may benefit from vision therapy. An evidence based quality of life survey will be demonstrated along with the easy measurements of visual function. [1 AOA credit]
- Competing with the Internet: presented by Dianne Samuel** Salon H
A discussion about the trends of internet purchasing of eyewear and the effects this trend has on your bottom line. Learn ideas on how to handle internet patients in your practice. [1 AOA credit]
- Up Selling in a Down Economy: presented by Dianne Samuel** Salon H
Recent changes in the economy have affected everyone's finances. Learn effective ways of increasing sales during slow economic times.. [1 AOA credit]
- CPO, CPOA STUDY Review: presented by Dr Amber Dentz** Green Bay Room
This preparation course is designed for the Paraoptometric seeking additional last minute update and review. This is an overview of the materials you will receive from the Commission on Paraoptometric Certification (CPC). This is just a review. Participants are encouraged to start studying in preparation as soon as possible. [3 AOA credit per review course attended]
- Wisconsin Medicaid Portal in the Optometric Environment: presented by Shawn Thomas** Green Bay/Milwaukee
This class will offer specific information on using the Wisconsin Medicaid Portal for Enrollment Verification, Claim Searches, Adjustments and Reconsiderations. Helpful tips will be explored, covering different scenarios of what can happen in the optometric setting and what it means to you. Bring your specific questions and examples regarding these issues for discussion. (1 AOA Credit)

Inside this issue:

WPA FALL SEMINAR REGISTRATION

WPA FALL SEMINAR CLASS INFORMATION

HOTEL INFO FOR FALL SEMINAR



Betty Herrell
WPA— Secretary
W6383 Elm Avenue
Dorchester, WI 54425

Return Service Requested

TO:

FALL SEMINAR HOTEL INFORMATION



Madison Marriott West
1313 John Q Hammons Drive
Middleton, Wisconsin 53562 USA
1-888-745-2032

www.marriott.com/hotels/travel/msnwe-madison-marriott-west/

There is a room block set aside at the Marriott with rates of \$112 for a standard room and \$169 for a plaza or board suite. The room block will be released Monday, August 23, 2010 and group rates are not guaranteed after that date.

General Room Amenities

- Air conditioning
- Alarm clock
- Bottled water, for a fee
- Coffee maker/tea service
- Crib
- Individual climate control
- Internet browser/Web TV
- Iron and ironing board

- Microwave
- Hairdryer
- Rollaway Bed
- Pull-out sofa bed
- Pillows: foam
- Pillows: down/feather

Check-In and Checkout

- Check-in: 4:00 PM
- Check-out: 12:00 PM

Driving Directions: From Chicago, Minneapolis, Milwaukee: 1-90/94 to HWY 12/18 (Beltline HWY) West on HWY 12/18 (exit 142A) 15 miles to Greenway Blvd (exit #252).



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PLEASE READ ALL INSTRUCTIONS THOROUGHLY TO INSURE PROPER REGISTRATION

Registration Deadline is Friday, September 17, 2010

No refunds will be made and we reserve the right to deny registrations received after September 17, 2010

RETURN REGISTRATION FORM TO:

Betty Herrell
Wisconsin Paraoptometric Association
W6383 Elm Ave
Dorchester, WI 54425

MAKE CHECKS PAYABLE TO:

Wisconsin Paraoptometric Association

NAME: _____ OFFICE: _____

ADDRESS: _____ PHONE: _____

UNDER 21 YES ___ NO ___ (Legal Wisconsin drinking age is 21. Hotel nametags will be color-coded.)

EMAIL: _____

Member \$100.00 Non-Member \$155.00 (Class Only \$20.00) (Lunch only \$25.00) (Late Fee \$10.00)

* Appropriate attire for all classes and other events is business casual.

** All classes offered by the WPA are approved for AOA continuing education credits.

*** Some classes may also be approved for ABO continuing education credits. Please review class descriptions.

CLASS SCHEDULE ON REVERSE SIDE --- CLASS SCHEDULE ON REVERSE SIDE --- CLASS SCHEDULE ON REVERSE SIDE