

17th Annual Optometric Assistant & Staff Continuing Education 2017

Your speakers this year feature a broad range of expertise for all to build on. From choosing the right polarized lens, to what's up with all this myopia walking into our offices, to what's new and sexy in contact lenses, you should have plenty to share with your patients on Monday. Coopervision's Deanna Aszako will share with us what's happening to our eyes as a result of the ever increasing use of digital devices. UW's John Haney, Optical Services Manager, has a plethora of essential material about solutions to effectively handle challenging patient needs which are a day to day occurrence at the School of Optometry. With myopia exploding globally, Dr. Debbie Jones will give us her insight into why and what lies ahead. Sunwear sales of the stock and Rx varieties are growing rapidly. Maui Jim's Darren Heuvelmans will impart with us the W5 for appealing and practical sunglasses for today's discerning and savvy patients. Dr. Lyndon Jones will give us the latest news in contact lenses and there's a lot going on. If your office fits contacts, we will take a look into the present and future. Last but not least, differentiation is the key to creating long term patient loyalty, patient value and practice success. Why implementing a multi pair solution through innovative and customized lens designs (PALs, computer, etc) is right for your patients and your practice, presented by Jamie Lovegrove, RO, of Hoya Canada.

Sunday workshops: Patients are not always able to pinpoint what they are experiencing with their spectacle lenses. During hours 1 and 2, we will take a close-up look at what patients mean when they experience the unexpected with their glasses. We will break down what specific types of feedback typically mean and how we can verify and address the issues. Under or over correction, fit too high or too low, cyl axis is off, PD is off, what happens and how to confirm the symptoms is what this session is about. Simplifying troubleshooting will help you be more precise in all that you dispense. Finally, our last session will be about anticipating dispensing issues before they happen. These will save you redos and chair time, save extra lab charges and drive up patient's confidence in you and your office.

Location

All CE courses take place in the Optometry Building on the north side of Columbia Street, across from the north entrance of the UW main campus. Parking is available in Parking Lot "X" behind the Optometry building for both days at no charge. All Saturday lectures will be held on the 3rd floor in room 309. The Sunday workshop will be on the 4th floor, room 440.

Directions

uwaterloo.ca/optometry-vision-science/about-optometry-vision-science/directions

All CE information is detailed on our website uwaterloo.ca/optometry-vision-science/

S C H E D U L E

SATURDAY, September 23, 2017	
7:45am	Registration & Continental Breakfast
8:30am – 11:45am Room OPT 309	<p>Addressing the consequences of our connected world: Digital Eye Fatigue <i>Deanna Aszako, Sponsored by Coopervision</i></p> <p>Everyday dispensing specialties <i>John Haney, Manager – UW Optical Services</i></p> <p>Myopia – Can we control the epidemic? <i>Dr. Debbie Jones</i></p>
12:15pm	TRADE SHOW Luncheon – Student Commons
1:30pm – 4:45pm Room OPT 309	<p>What patients need to know about sunglasses <i>Darren Heuvelmans – Sponsored by Maui Jim</i></p> <p>What's new and sexy in contacts <i>Dr. Lyndon Jones</i></p> <p>Creating value and differentiation through innovation in today's competitive market <i>Jamie Lovegrove, RO – Sponsored by Hoya</i></p>
6:30pm	50 th Anniversary Gala – Inn of Waterloo
SUNDAY, September 24, 2017	
8:30am	Registration & Continental Breakfast
9:00am – 11:00am Room OPT 440	<p>How's your neck? Troubleshooting progressives <i>Yvan Bertrand, RO</i></p>
11:00am – 12:00pm Room OPT 440	<p>Caution – Dispense defensively <i>Yvan Bertrand, RO</i></p>
12:00 Adourn	
<p><i>Workshop space is limited. A minimum of 10 participants is necessary. Maximum of 40. Delegates will be notified in advance if cancellation of workshop occurs. All hours for Optometric Assistants Continuing Education credits are subject to approval for accreditation through the CAO.</i></p>	

Registration: Please go to uwaterloo.ca/optometry-vision-science/ and follow the links to register yourself, colleagues and staff for this year's Continuing Education.



Optometric Assistants Lectures <i>Saturday, September 23</i> (7 hours)	\$120
Optometric Assistants Workshop <i>Sunday, September 24</i> (3 hours)	\$120

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