

## 2017 OAL Annual Convention

June 16-18, 2017

Revised 6/11/17

Crowne Plaza Executive Center Baton Rouge \* 4728 Constitution Avenue \* Baton Rouge, LA

**All hours approved for AOA CPC-CE Credits**

### PARAOPTOMETRIC CONVENTION PROGRAM (with links to course handouts):

**Friday, June 16**

12:30-1:30pm

**Lunch on your own, Para Registration**

**"Showcase of Vendors" is OPEN!** Please visit all of our vendor sponsors, several of whom will have display tables in the foyer; please thank them for their support of our meeting!

1:30-1:45p

**Opening Session: The Direction of Paraoptometry in Louisiana**

**Lynn Lawrence, CPOT, ABOC, COA**

**Cypress 2**

*All paras should attend this session, which will include an overview of nominations for the newly reorganized OAL Paraoptometric Section Board of Directors, as well as some challenges for each para to assess in his/her own career.*

#### **2 Friday Afternoon CE Tracks from which to choose:**

1:45-2:35p

**[The Art of Retailing](#)- Alessandro Baronti, VP Industry Relations, Luxottica**

This is an learning opportunity with a different perspective. We are on a journey to discover how the customer/patient shops and thinks. Discover how to attract and capture consumer attention, engage on an emotional level and create a unique shopping experience with the Art of Retailing.

**10 min break follows this presentation**

1 hr CPC-CE

**Cypress 2**

2:45-3:35p

**[The Art of Assortment Planning](#) - Alessandro Baronti, VP Industry Relations, Luxottica**

Gain insight on how to adjust or maximize the frames assortment in your practice. Understanding and capitalizing on your assortment will elevate the retail experience and increase profitability.

1 hr CPC-CE

**Cypress 2**

3:35-4:25p

**[THE PATIENT HANDOFF](#) - Alessandro Baronti, VP Industry Relations, Luxottica**

Partner with Luxottica to gain insight into the journey from Patient to Consumer. Gain a 360 degree perspective of the handoff process from the moment of patient check-in to the final stage of product dispensing to consumer. The understanding of this process will provide insight on elevating the medical /retail experience resulting in increased patient / consumer experience.

1 hr CPC-CE

**Cypress 2**

**OR.....**

1:45-2:30p

**[What a Tech Should Know About A Patient With Multiple Sclerosis](#)** 1 hr CPC-CE

**Lynn Lawrence, CPOT, ABOC, COA**

This course will discuss the complexities of Multiple Sclerosis and the ocular signs and symptoms associated with the disease. We will also discuss what to look for in a case history and the testing associated with the disease.

**Bayou Levee Room**

2:30-4:30p

**[Chair side assisting for SLT/YAG procedures](#)- Lynn Lawrence, CPOT, ABOC, COA**

2 hrs CPC-CE

Open only to the first 50 OAL-PS members (your OD must be an OAL member) who indicate their desire to attend and mark this on the registration form! There is no additional fee, yet there is a strict 50 person limit, so sign up quickly! Paras who do not get into this workshop may attend Amy Stachler's CE track as listed above.

**Bayou Levee Room**

3:00pm

**"Showcase of Vendors" CLOSES for the day, vendors move to exhibit hall**

4:30pm

**Exhibit Hall with food, open bar & "Passport to Prizes" drawings**

**Saturday, June 17**

7:00-8:00am

**Registration & Continental Breakfast**  
**"Showcase of Vendors" RE-OPENS**

7:00am

<b>8:00-8:50am</b>	<a href="#">My Last Nerve</a> - <i>Lynn Lawrence, CPOT, ABOC, COA</i> This is an advanced course designed to identify the cranial nerves and the ophthalmic nerves that affect and impact the ophthalmic system. It will assist attendees in connecting the dots of nerve innervations and muscular functions for the basic structures of the ocular system. This is a more advanced course, some knowledge basic anatomy would be helpful. <i>Sponsored by SECO International</i>	1 hr CPC-CE  <b>Cypress 2</b>
<b>8:50-9:10am</b>	<b>Nominations &amp; Balloting for 2017-2018 OAL-PS Board of Directors</b>	
<b>9:10-10:00am</b>	<a href="#">The Technician's Role in Cataracts and IOLs</a> - <i>Lynn Lawrence, CPOT, ABOC, COA</i> This course will assist technicians in performing an adequate case history and identify signs of cataracts. It will also review patient education and IOL availability. The process of cataract surgery and post-op procedures and testing will be discussed.	1 hr CPC-CE  <b>Cypress 2</b>
<b>10:00-11:00am</b>	<a href="#">Total Recall</a> - <i>Sharon Carter, ECOC</i> Are you incorporating all the resources available to you in getting your patients back in your chair? We started with a recalling our patients and then advanced to pre-appointing our patients. This course will give you a system that will utilize both systems and use new technology to help get patients back in when you want them there. It is important to manage all your patients but it is imperative to manage your patients that have a medical diagnosis and are on a treatment plan. If you want your practice to grow at the optimum pace you not only have to acquire new patients, but you need to keep the ones you already have.	1 hr CPC-CE  <b>Cypress 2</b>
<b>11:00am-11:45</b>	<a href="#">ICD-10 Basic 101</a> - <i>Sharon Carter, ECOC</i> This course covers the basic differences we will see when we go to from ICD-9 to ICD-10 coding. We will cover how to use the new ICD-10 Coding books to look up codes and understand how we build the code as we diagnosis the patient. There will be additional responsibilities for the doctors and the staff in gathering information from the patient to be able to code correctly so that we can get our claims paid by the insurance companies. We will go over the tools available to help with this transition to the new coding system and the mapping programs on our software that helps with code selection. This course will help you understand and walk you through a smooth transition.	1 hr CPC-CE  <b>Cypress 2</b>
<b>11:45am-1:15pm</b>	<b>OAL Awards Luncheon with installation of Officers (ODs, Paras, Registered Guests)</b>	<b>Premier 1 &amp; 2</b>
<b>1:30-3:30pm</b>	<a href="#">The Ultimate Practice</a> - <i>Sharon Carter, ECOC &amp; Lynn Lawrence, CPOT, ABOC, COA</i> This course is designed to assist the attendees in understanding the primary requirements for a thriving practice. A handout is given and key points for making a practice more practical are discussed. The course will cover the key and critical elements within a practice that are required for an efficient practice.	2 hr CPC-CE  <b>Cypress 2</b>
<b>3:30-4:30pm</b>	<a href="#">E-SCRIBING AND PQRS</a> - <i>Sharon Carter, ECOC</i> Insurance is a very big part of most practices today. That is why it is essential to get a system for collecting information from the patient, creating a clean claim, and making sure payment is made correctly and in a timely manner. Each area of the office has a part in the claim process and this course will provide the essential steps for a system that will ensure prompt and accurate insurance filing and payment.	1 hr CPC-CE  <b>Cypress 2</b>
<b>6:00pm</b>	<a href="#">"Eye Rollers" Gaming Night: @ the Hotel</a> Fun for the entire family! Come enjoy a wonderful buffet dinner with complimentary drinks all night, a dance floor with a DJ & music, plenty of socializing, and fun at several table games playing for "chips" used to bid on thousands of dollars' worth of prizes at evening's end. For the younger gamers we'll have an area with inflatables, age-appropriate games, & face painting, all sure to make the evening memorable. <b>Tickets are only \$25 per person (optometry residents, optometry students, &amp; kids 12 &amp; under admitted free!). Get your tickets today!</b>	<b>Premier 1 &amp; 2</b>

**Sunday, June 18**

7:00am

**“Showcase of Vendors” RE-OPENS  
Registration & Continental Breakfast**

8:00-10:00am

**Total Ophthalmic Competence - Lynn Lawrence, CPOT, ABOC, COA**

2 hr CPC-CE

This course is designed to identify the value of competency development over standard training methods. It will assist the attendees in understanding the requirements developing competence for the entire practice and developing common goals for the organization. The course will cover the key and critical elements within a practice that are required for practice efficiency.

*Premier 2*

10:00am-NOON

**CONFLICT AVOIDANCE AND RESOLUTION - Sharon Carter, ECOC**

2 hr CPC-CE

Conflict avoidance is always the best policy. Our hope is that each patient has a good experience and there is no conflict to resolve. This class will cover how to set the patient up to have a good experience; but on the occasion that there is a problem how to handle them so that we save the patient and work out the problem in a way that will be a win-win situation for the patient and the practice.

*Premier 2*

**Thanks for attending!**

**WE HOPE TO SEE YOU AT NEXT YEAR’S CONVENTION!**

**WE ASK FOR YOUR FEEDBACK & INPUT.....HAVE IDEAS FOR SPEAKERS? COURSE TOPICS?**

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**PLEASE FILL OUT THIS FORM AND LEAVE WITH YOUR NAME BADGES ON THE REGISTRATION DESK:**

Idea(s) for Speakers? \_\_\_\_\_

Idea(s) for Topics? \_\_\_\_\_

Other Idea(s)? \_\_\_\_\_

\_\_\_\_\_  
Your overall impression of this year’s meeting? \_\_\_\_\_

Other comments: \_\_\_\_\_

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