



**May-June Webinar Series**

<b>May-June 2021</b>				
<b>Date, Time: 8:00 p.m.</b>	<b>Session ID</b>	<b>Speaker</b>	<b>Lecture Title</b>	<b>COPE ID</b>
May 10	4.01	<b>Dr. Blair Lonsberry</b>	Eyelid Lumps and Bumps	72189-AS
May 12	4.02	<b>Dr. DeAnn Fitzgerald</b>	Primary Care ODs and mTBIs	72350-NO
May 26	4.04	<b>Ms. Jackie Joachim</b>	Buying and selling a practice	72543-PM
May 31	4.05	<b>Dr. Efrem Mandelcorn</b>	Flashes, Floaters and Retinal Detachment	72399-PS
June 2	4.06	<b>Dr. DeAnn Fitzgerald</b>	Primary Care ODs and Child mTBI	72576-NO
June 7	4.07	<b>Dr. Jeffry Gerson</b>	Practical Guidelines for the Diagnosis and Treatment of Non-Exudative AMD	72759-PS
June 9	4.08	<b>Dr. Brad Sutton</b>	Ocular Side Effects of Oral Medications	69077-PH
June 14	4.09	<b>Dr. Jeffry Gerson</b>	The Art of Optometry	72761-GO
June 16	4.10	<b>Dr. Bridgitte Shen Lee</b>	Complications from Global Eyelash Obsessions	70902-AS
July 7	4.03	<b>Dr. Christoph Kranemann</b>	IOL Lens Selection	73040-RS

**Lecture Descriptions**

**Eyelid Lumps and Bumps**

Patients present with a variety of lumps and bumps associated with the ocular and periocular tissues. This interactive presentation will review the various periocular lesions focusing on differentiating the benign from the malignant, the various differentials and current treatment management options.

**Primary Care ODs and mTBI's**

In this course, attendees will review the physiology, incidence, and symptoms of mTBI or concussion. We will discuss mTBI recovery and Post Concussion Syndrome. Optometrists will learn the role of optometry in the multi disciplinary treatment of patients with mTBI.



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### **Buying and Selling an Optometry Practice**

Buying or selling a business is not the same as purchasing a home. It requires lots of planning, patience and due diligence. This presentation will cover buying and selling a practice from both perspectives of the buyer and seller, using each perspective to gain insight into the other party's concerns, motivations and decision-points.

The presentation will address the following:

- The current market situation (pandemic et al)
- Understand the key factors that affect the value of a practice
- The buyer's versus seller's perspectives
- How to determine the real profitability of an office
- The roles of the broker, accountant and attorney
- Assets or Shares – deciding on the sale structure
- Pros and cons of negotiating your own deal
- Recommended steps and documents needed for a successful transaction
- Common pitfalls and how to avoid them

### **Flashes, Floaters and Retinal Detachment Signs, Symptoms and Management**

Review clinical significance of flashes and floaters. Review management of retinal detachment repair.

### **ODs and Child mTBI's**

In this course, optometrists will explore the incidence and symptoms of concussion TBI in children. The affect on the brain and red flags to watch for will be discussed. An assessment and return to school play plan will be covered based on the current published guidelines. Basics of vision skills rehab for children after a TBI concussion will be covered, and case studies will be used to sum up the concepts discussed.

### **AMD**

Over the past 15 years, tremendous advances have been made in the detection and treatment of age-related macular degeneration AMD. Numerous peer-reviewed scientific papers are published every month, covering a broad range of topics ranging from epidemiology to treatment. Although the expanded knowledge is welcome news, the information overload has made it difficult for clinicians to keep up with the science, much less understand the implications for patient care. This program will address this need by outlining practical, evidence-based strategies that can be implemented in a medically-oriented practice.

### **Ocular Side Effects of Oral Medications**

Many common orally administered agents can have ocular side effects. This course covers several such agents including Plaquenil, Flomax, Fosamax, Topamax, Viagra, Interferons, Digoxin, Dilantin, and others. Identification of ocular side effects and their management are stressed for each drug.



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#### **The Art of Optometry**

This course will discuss the importance of optometry beyond the science. Art is needed in practicing optometry to its fullest extent, and this course will discuss the importance of the art of optometry and how to practice our profession to its fullest.

#### **Complications from Global Eyelash Obsessions**

The global eyelash business is a 1.7 billion USD industry. Many women who utilize growth serums, extensions and falsies show up in primary eye care practices daily. This course will teach eye care providers how to effectively identify and treat ocular surface disease complications from these eye beauty trends. Comprehensive TFOS DEWS II based diagnostic and management methods are reviewed for both basic and advanced dry eye services settings. In addition, this course provides practice management pearls on how to gain referrals and expand ocular aesthetics and dry eye services.

#### **IOL Lens Selection**

This lecture has been designed to review the latest technologies of intraocular lenses using a case-based approach. The latest diffractive, extended depth of focus, and Toric lenses will be discussed. Clinical applications will be discussed with several specific patient case examples.