



**VISION EXPO | NYC 2022**

EDUCATION: MARCH 31 - APRIL 3  
EXHIBIT HALL: APRIL 1 - APRIL 3  
JAVITS CENTER | NEW YORK



# EDUCATION BROCHURE

**SAVE 20%**  
WHEN YOU REGISTER BY 2/24

**FEATURING OVER 230 HOURS OF EDUCATION, INCLUDING CUTTING-EDGE  
CLINICAL CONTENT DEVELOPED SPECIFICALLY FOR VISION EXPO**

BROUGHT TO YOU BY



PRODUCED BY



[VEE2022.COM/LEARN](http://VEE2022.COM/LEARN)

## INTRODUCING NEW EDUCATION PRICING!\*

We're thrilled to introduce new pricing which makes VisionEd more accessible and affordable than ever! Take advantage of unlimited education for one day, or upgrade to unlimited education for the entire CE Program to take advantage of everything VisionEd has to offer.\*

ALL EDUCATION REGISTRATIONS INCLUDE THE FOLLOWING:

- **ADMISSION TO EXHIBITS (\$150 VALUE)**
- **ADMISSION TO EDUCATION ATTENDEE LOUNGE**
- **EDUCATION REGISTRATION PROCESSING FEE (\$50 VALUE)**

**EARLY BIRD RATES:** APPLY ON OR BEFORE 2/24/22

**REGULAR RATES:** APPLY AFTER 2/24/22

*\*Unlimited education package does not include workshops.*

### Save 20%

When you register for courses before  
2/24/2022!

## DOCTORS

### UNLIMITED CONTINUING EDUCATION

Early Bird: \$499  
Regular: \$599

### ONE DAY EDUCATION

Early Bird: \$339  
Regular: \$409

## OPTICON / ALLIED HEALTH

OPTICIANS, CONTACT LENS PROFESSIONALS, ALLIED OPHTHALMIC PROFESSIONALS, OPTICAL ASSISTANTS AND OFFICE MANAGERS, FRAME BUYERS AND LAB TECHNICIANS.

### OPTICON @ VISION EXPO UNLIMITED CONTINUING EDUCATION

Early Bird: \$249  
Regular: \$299

## OTHER PROFESSIONALS

PROFESSIONALS WORKING IN CORPORATE MANAGEMENT, OR SERVICE PROVIDERS

### UNLIMITED CONTINUING EDUCATION

Early Bird: \$449  
Regular: \$539

### ONE DAY EDUCATION

Early Bird: \$319  
Regular: \$389

### WORKSHOPS \$186

**25L1:** Scleral Lens Workshop  
**30C5:** OCT Workshop

*\*Unlimited education package does not include workshops.*

### FREE EDUCATION\*

**Global Contact Lens Forum: 10L1, 10L2, 10L3**  
**March Madness Imaging Program: 10C1, 10C2, 10C3**  
*(10C1 workshop limited to first 50 registrants)*

**Vision Series (Optometrists Only)**  
**Innovation Stage**

*\*Advance Registration is required for free courses.*



# WE WORK HARD TO FIND THE BEST DEALS SO YOU DON'T HAVE TO!

Book your NYC hotel today to secure our discounted rate at  
**VEE2022.COM/HOTEL**

## Now is the time to make refraction more efficient

**Topcon Chronos** combines autorefractometry, keratometry and subjective refraction in a single device that takes up less than 4 feet of space. The fully automated system, which features SightPilot® guided refraction software, enables easy operation, and binocular testing means refractions take less time than traditional methods, **allowing you to see more patients and grow your practice.**

VISIT US AT VEE2022 **BOOTH F4533** FOR A DEMO



SCAN HERE TO  
LEARN MORE



# 2022 VISION EXPO SUPPORTERS



Seeing beyond



CooperVision®



## 2022 VISION EXPO ENDORSERS



Official Institutional Sponsor:



# EDUCATION ADVISORY BOARD

MEET THE MEMBERS WHO HAVE BEEN ACTIVELY INVOLVED IN THE DEVELOPMENT OF THIS YEAR'S EDUCATION MEETING.



**Mark Dunbar, OD, FAAO, Co-Chairman**  
CAB Chairman, Michigan College of Optometry at Ferris State University



**Thomas Quinn, OD**  
Ohio University College of Medicine



**Ben Gaddie, OD, FAAO, Co-Chairman**  
CAB Chairman, University of Alabama at Birmingham School of Optometry



**Jack Schaeffer, OD**  
University of Georgia, Southern College of Optometry



**Douglas Devries, OD**  
Pacific University College of Optometry



**Kirk Smick, OD, FAAO**  
Former CAB Chairman, Pacific University College of Optometry



**Michael Kling, OD**  
Southern College of Optometry



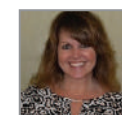
**Vincent Young, MD**  
Temple University, Temple University Medical School

# OPTICON ADVISORY BOARD

MEET THE MEMBERS WHO HAVE BEEN ACTIVELY INVOLVED IN THE DEVELOPMENT OF THIS YEAR'S EDUCATION MEETING.



**Janet Acara, ABOC, NCLEM**  
Erie Community College



**Tina Palumbo**  
OAB Co-Chair, Foerster & Hayes LTD, ABO-NCLE Board Public Member



**Tom Barracato, ABOC, NCLEC**  
Owner, Adolph Optical



**Carri L. Russell, NCLEM**  
Bausch Health Speciality Vision Products  
NCLE Chair



**Sandra K. Brown, ABOM, NCLEC**  
VisionWorks



**Daniel M. Thomas, ABOC**  
Eyes of the World



**Curt Duff, ABOM, NCLEM**  
Owner, Tinder-Krauss-Tinder



**Phernell C. Walker, II, ABOM, NCLEC**  
Pure Optics, LLC



**David F. Meldrum, ABOM, NCLEC**  
Mount Vernon Eye Care  
ABO Chair



**Blair Wong, ABOM, NCLEC**  
OAB Co-Chair, Benjamin Franklin Institute of Technology-Opticianry  
Department Chair

# CLINICAL HIGHLIGHTS

## GLAUCOMA

- 11C1 The Glaucoma Suspect: Clinical Pearls for Optimal Management
- 13C1 Innovations in Glaucoma Drug Delivery: What the Future Holds
- 21C1 A Roadmap for Making the Diagnosis in Glaucoma
- 23C1 Treating the Newly Diagnosed Glaucoma Patient
- 24C1 New Medications in Glaucoma
- 25C1 A Roadmap for Identifying and Managing Progression in Glaucoma
- 26C1 A Roadmap for Medical Management of Glaucoma
- 30C4 MIGS in Glaucoma
- 30C5 OCT Workshop
- 33C1 Glaucoma Grand Rounds
- 34C1 Surgical Advances in Glaucoma Therapy

## ANTERIOR SEGMENT

- 12C2 Biologics in the Optometric Practice: Lowering Inflammation With Amniotic Tissue
- 12C3 Going Viral: HZO, HSV, EKC
- 13C2 Are You Ready for Ocular Allergy Armageddon?
- 21C2 Pain Photophobia and Ocular Pathology: What You Should Know to Help Your Patient
- 22C2 Updates in Corneal Collagen Crosslinking
- 24C4 Treatment of Inflammatory Eyelid Disease with Photobiomodulation Therapy
- 25C2 MGD: New Technologies for Diagnosis and Management
- 30C7 Neurotrophic Cornea
- 31C2 Uveitis
- 33C2 Advances in Ocular Surface Disease: Treating Dry Eye
- 34C2 Digital Dry Eye
- 42C2 CSI: Anterior Segment Case Files
- 42C3 Red Eyes – It's Just Conjunctivitis or Is It?

## BLEPHARITIS

- 26C2 Anterior Segment Dilemmas
- 31C3 Demodex Principal, Conspirator, or Bystander in Dry Eye
- 32C2 The Greatest Anterior Segment Disease and Medical Management of Contact Lens Complications Course Ever
- 34C4 Don't Let Your Lids Get You Down

## IMAGING TECHNOLOGY

- 10C1 March Madness: Case Challenges in Optometry - Optimizing Ocular Imaging Workshop
- 10C2 March Madness: Case Challenges in Optometry - Optimizing Ocular Imaging Round 1
- 10C3 March Madness: Case Challenges in Optometry - Optimizing Ocular Imaging Semifinals and Finals
- 22C3 OCTA
- 23C3 How OCT Forever Changed Retina
- 30C6 10 Hacks for OCT Interpretation in Glaucoma
- 31C5 OCT Connect: Maximizing Your OCT

## SURGICAL/CO-MANAGEMENT

- 22C4 Aesthetics in Optometry... a Therapeutic Approach: IPL
- 23C6 Laser Therapy and Advanced Procedures Optometry
- 25C4 Rapidly Changing Landscape of Refractive Technology
- 33C4 20/20 Refractive Update: Advances in Presbyopic and Corneal Procedures
- 43C1 A New Era in Cataract and Refractive Surgical Management

## HANDS ON WORKSHOP

- 25L1 Scleral Lens Workshop
- 30C5 OCT Workshop

## CONTACT LENS

- 10L1 Roadmap to Success in Contact Lens Practice
- 10L2 Lessons Learned from Favorite Contact Lens Cases
- 10L3 Unconventional Marketing of Your Specialty Lens Practice
- 22L1 Scleral Lenses 101: Basic Fitting
- 23L1 Scleral Lens Advanced Fitting
- 24L1 Scleral Lens Troubleshooting
- 25L1 Scleral Lens Workshop
- 26L1 New and Innovative Uses for Contact Lenses
- 31L1 Tricks of the Trade with Torics
- 32L1 The Art and Science of Presbyopic CL Fitting
- 33L1 Diagnosis and Treatment of the Irregular Cornea
- 42L1 Contact Lens Management of Keratoconus

## LOW VISION

- 25C3 Today's Low Vision Made Easy
- 26C3 Low Vision Triage: The Gap Between Simple Magnification and Braille

## POSTERIOR SEGMENT/RETINA:

- 21C5 The OD Role in Diabetes
- 25C5 The Greatest Posterior Segment Disease Course Ever
- 26C5 21st Century Retina Care

## PHARMACOLOGY

- 11C3 Oral Pharmaceuticals for Anterior Segment Disease
- 25C6 Therapeutic Approaches to Presbyopia Management: The Dawn of a New Age
- 33C6 Top 10 Drugs: What's In Your Cabinet
- 34C6 Ocular Pain Management

## OPTOMETRIC/SURGICAL PROCEDURES

- 13C1 Innovations in Glaucoma Drug Delivery: What the Future Holds
- 22C2 Updates in Corneal Collagen Crosslinking
- 22C4 Aesthetics in Optometry...a Therapeutic Approach: IPL

# CLINICAL CONTENT

Custom designed for Vision Expo by the Education Advisory Board, our 2022 program is organized by key content areas including glaucoma, posterior segment/retina, anterior segment/dry eye, surgical/co-management, and systemic disease and diabetes. Here you will discover courses specifically developed to immerse you in the most cutting-edge developments for better patient care. Learn from the most knowledgeable experts in the field of optometry as they unveil leading-edge technology and the latest trends in the diagnosis and treatment of common eye diseases. Nine clinical tracks with over 100 hours of content will keep you at the forefront of the industry.

# EDUCATION HIGHLIGHTS

## MYOPIA TRACK

32C6 Unlocking the Mystery of Myopia Management 7 Keys to Success

## OWNER'S AND MANAGER'S ESSENTIALS PROGRAM

Reflecting today's biggest business challenges, this program for owners, managers and key decision makers will focus on the business side, including strategies to grow your business. Critical areas of focus include marketing your practice, growing and transitioning your practice, measuring financial success, building a great staff, competing in a digitally connected world, and building the ultimate optical business.

21B2 How To Become the Best Leader to Make Your Team Smarter  
 23B4 How I Built This: Building a New Practice from the Ground Up  
 33B3 Cold Start, Warm Start, Hot Start: Opening your first successful private practice in the world of private equity and consolidation  
 43B2 Creating Long Term Private Practice Success Through Real Estate

## SCLERAL LENS TRACK

Scleral lens fitting is one of the fastest growing segments of specialty contact lens practice. Their impact can be profound and life changing, both to the patient and the practice. This track will provide comprehensive and highly clinical information on how to select a scleral lens design for both basic and advanced cases, how to assess the fit and how to solve problems that may develop. Learn skills that will take your abilities and patient satisfaction to the next level.

Supported by an unrestricted educational grant from: Bausch & Lomb

22L1 Scleral Lenses 101: Basic Fitting  
 23L1 Scleral Lenses: Advanced Fitting  
 24L1 Scleral Lens Troubleshooting  
 25L1 Scleral Lens Workshop

## VISION SERIES

This all-new-for-2022 format invites you to grab a bite to eat or drink and continue learning over lunch. Take a break from the exhibit hall or formal classroom learning as industry leaders address the latest clinical innovations in a relaxed and collaborative learning environment. Then put theory into practice by heading back into the exhibit hall to connect and build on your classroom learning. Vision Series sessions are open to Optometrists only and are limited to one session per day. **NOT FOR CREDIT.**

Please check our website [east.visionexpo.com](http://east.visionexpo.com) for the list of Vision Series sessions.

## INNOVATION STAGE

Located in The Bridge, the all-new Innovation Stage features free exhibitor-sponsored content for all attendees. Learn about the latest products and services over complimentary snacks and beverages in a casual, soft-seating environment.

Please check our website [east.visionexpo.com](http://east.visionexpo.com) for the list of Innovation Stage sessions.

## FREE EDUCATION

# GLOBAL CONTACT LENS FORUM

This free, informative and highly attended 'meeting within a meeting' provides attendees with practical, timely tips in both clinical and business processes that will take your specialty contact lens practice to the next level. A panel of respected, highly successful contact lens practitioners will provide personal insights gleaned from their road map to success. This will be followed by grand rounds case presentations highlighting key problem-solving strategies in specialty contact lens practice. Finally, learn valuable practice management tips for billing and coding in specialty lens practice.

THE GLOBAL CONTACT LENS FORUM IS DIRECTED BY THOMAS QUINN, OD

SUPPORTED BY AN UNRESTRICTED EDUCATIONAL GRANT FROM: BAUSCH + LOMB, COOPERVISION, JOHNSON & JOHNSON VISION

## THURSDAY, MARCH 31

<b>7:00 AM - 8:00 AM</b> 10L1 - Roadmap to Success in Contact Lens Practice <b>Moderator:</b> Thomas Quinn, OD <b>Panelists:</b> Milton Hom, OD ; Shalu Pal, OD; David Kading, OD	<b>8:00 AM - 9:00 AM</b> TBA <b>Speaker:</b> TBA <b>Presented by:</b> Coopervision NOT FOR CREDIT	<b>9:15 AM - 11:15 AM</b> 10L2 - Lessons Learned from Favorite Contact Lens Cases <b>Speakers:</b> Thomas Quinn, OD; Milton Hom, OD; Shalu Pal, OD; David Kading, OD	<b>11:30AM-12:30PM</b> 10L3 - Unconventional Marketing of Your Specialty Lens Practice <b>Speaker:</b> David Kading, OD	<b>12:30PM-1:00PM</b> <b>PROMOTIONAL LUNCH SYMPOSIUM</b> TBA <b>Speaker:</b> TBA <b>Presented by:</b> Bausch + Lomb NOT FOR CREDIT	<b>1:00PM-1:30PM</b> TBA <b>Speaker:</b> TBA <b>Presented by:</b> Johnson & Johnson Vision NOT FOR CREDIT
--	---	--	---	---	---

4 HOURS FREE CE | ADVANCED REGISTRATION REQUIRED | ACCREDITATION PENDING - COPE, NCLE, FL BOARDS OF OPTOMETRY + OPTICIANRY, NY STATE OPTICIAN - CONTACT LENS - INTERMEDIATE

# MARCH MADNESS

In the spirit of high stakes competition, panelists will compete against each other by presenting interesting cases highlighting imaging technology. The audience decides who wins each match via attendee interactive polling technology. The competition is fierce and the stakes are high as the loser goes home and the winner advances until the final showdown. Come be a part of this unique program that captures the thrill of victory and the agony of defeat as a champion gets crowned.

SUPPORTED BY AN UNRESTRICTED EDUCATIONAL GRANT FROM: LUNEAU TECHNOLOGY USA (VISIONIX, BRIOT WECO), ICARE USA, AND ZEISS

## THURSDAY, MARCH 31

<b>11:15AM-1:15PM</b> 10C1 – March Madness: Case Challenges in Optometry - Optimizing Ocular Imaging Workshop <b>Speaker:</b> Mark Dunbar, OD, FAAO LIMITED ATTENDANCE	<b>1:30PM-3:30PM</b> 10C2 – March Madness: Case Challenges in Optometry - Optimizing Ocular Imaging Round 1 <b>Moderator:</b> Mark Dunbar, OD, FAAO <b>Panelists:</b> Julie Rodman, OD; Mohammad Rafieetary, OD; Steven Ferrucci, OD; Marc Sutton, OD; Carolyn Majcher, OD; Jay Haynie, OD; Joseph Pizzimenti, OD; Sherrol Reynolds, OD	<b>3:45PM-4:45PM</b> 10C3 – March Madness: Case Challenges in Optometry - Optimizing Ocular Imaging Semifinals and Finals <b>Moderator:</b> Mark Dunbar, OD, FAAO <b>Panelists:</b> Julie Rodman, OD; Mohammad Rafieetary, OD; Steven Ferrucci, OD; Marc Sutton, OD; Carolyn Majcher, OD; Jay Haynie, OD; Joseph Pizzimenti, OD; Sherrol Reynolds, OD
---	--	--

5 HOURS FREE CE | ADVANCED REGISTRATION REQUIRED | ACCREDITATION PENDING - COPE, FL BOARD OF OPTOMETRY



# THURSDAY MARCH 31

## FREE! GLOBAL CONTACT LENS FORUM

7:00 AM – 8:00 AM	<b>10L1 - FREE</b> Roadmap to Success in Contact Lens Practice Moderator: Quinn Panelists: Hom, Pal, Kading C,FL-OD, FL-OP,N-NO,NYS-CL-I
9:15 AM – 11:15 AM	<b>10L2 - FREE</b> Lessons Learned from Favorite Contact Lens Cases Quinn, Hom, Pal, Kading C,FL-OD, FL-OP,N-O2,NYS-CL-I
11:30 AM – 12:30 PM	<b>10L3 - FREE</b> Unconventional Marketing of Your Specialty Lens Practice Kading C,FL-OD, FL-OP,N-NO,NYS-CL-I

CLINICAL				
11:15AM – 1:15PM				<b>10C1 - FREE</b> MARCH MADNESS Case Challenges in Optometry - Optimizing Ocular Imaging Workshop Speaker: Dunbar Limited Attendance C,FL-OD, N-NO
1:30PM – 3:30PM	<b>11C1</b> The Glaucoma Suspect: Clinical Pearls for Optimal Management Chaglasian C,FL-OD,TPA,T		<b>11C3</b> Oral Pharmaceuticals for Anterior Segment Disease Lighthizer C,FL-OD,O,TPA,T	<b>10C2 - FREE</b> MARCH MADNESS Case Challenges in Optometry - Optimizing Ocular Imaging Round 1 Moderator: Dunbar Panelists: Rodman, Ferrucci, Haynie, Rafieetary, Sutton, Majcher, Pizzimenti, Reynolds C,FL-OD, N-O2
3:45PM – 4:45PM		<b>12C2</b> Biologics in the Optometric Practice: Lowering Inflammation With Amniotic Tissue Devries C,FL-OD	<b>12C3</b> Going Viral: HZO, HSV, EKC Lighthizer C, FL-OD, TPA, O	<b>10C3 - FREE</b> MARCH MADNESS Case Challenges in Optometry - Optimizing Ocular Imaging Semifinals and Finals Moderator: Dunbar Panelists: Rodman, Ferrucci, Haynie, Rafieetary, Sutton, Majcher, Pizzimenti, Reynolds C,FL-OD, N-NO
5:00PM – 6:00PM	<b>13C1</b> Innovations in Glaucoma Drug Delivery: What the Future Holds Schweitzer C,FL-OD,TPA	<b>13C2</b> Are You Ready for Ocular Allergy Armageddon? Hom C,FL-OD,TPA		

### TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia
Non-Track	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	

PROGRAM SUBJECT TO CHANGE AS OF 01-18-22.



OPTICAL TECHNOLOGY	BUSINESS SOLUTIONS	
<b>11O1</b> Fundamentals for the Newer Optician Walker NYS-D-B,A-O2		<b>11B2</b> Developing The CEO Within You Carlson C, FL-OD
		<b>12B2</b> The Art of Assortment Planning Martin C, FL-OD
<b>13O1</b> Visual Perception: From Photon to Neuron Kotob FL-T,NYS-D/CL-I,A-O2	<b>13B1</b> Creating Perceived Value Hanlin A-NO	<b>13B2</b> Applying Retail Strategies in the Optical Dispensary Martin C, FL-OD

### ACCREDITATION LEGEND

A-NO/O1/O2/O3 – ABO-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, C – COPE, FL-OD – Florida State Board of Optometry, FL-OP – Florida State Board of Opticianry, FL-T – Florida State Board of Opticianry – Technical, N-NO/O1/O2/O3 – NCLE-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, NYS-D/CL – B/I/A – New York State Optician – Dispensing/Contact Lens – Basic/Intermediate/Advanced, O – Orals, P – AOA Paraoptometric Commission, T – TQ/CEE, TPA – Therapeutic

OptiCon® VISION EXPO

Provide your staff with the highest quality and most affordable opportunity to learn with a comprehensive package that includes unlimited hours of Education.

LOOK FOR THE OPTICON LOGO  IN THE DAILY COURSE GRID SCHEDULE SIGNIFYING SESSIONS BEING DEVELOPED BY OPTICON.

# FRIDAY APRIL 1

PROGRAM SUBJECT TO CHANGE AS OF 01-18-22.

CLINICAL						CONTACT LENS	
7:15AM – 8:15AM	<b>21C1</b> A Roadmap for Making the Diagnosis in Glaucoma Chaglasian, Schmidt <i>This course is 2 hours from 7:15am – 9:15am</i>	<b>21C2</b> Pain Photophobia and Ocular Pathology: What You Should Know to Help Your Patient Hauswirth <b>C,FL-OD,O,TPA</b>		<b>21C5</b> The OD Role in Diabetes Reynolds <i>This course is 2 hours from 7:15am – 9:15am</i>	<b>21C6</b> Life Threatening Causes of Diplopia Marrelli <i>This course is 2 hours from 7:15am – 9:15am</i>		
8:30AM – 9:30AM		<b>22C2</b> Updates in Corneal Collagen Crosslinking Hauswirth <b>C,FL-OD</b>	<b>22C3</b> OCTA Lighthizer <b>C,FL-OD</b>	<b>22C4</b> Aesthetics in Optometry...a Therapeutic Approach: IPL McGee, Devries <i>This course is 2 hours from 8:30am – 10:30am</i>		<b>22L1</b> Scleral Lenses 101: Basic Fitting Barnett, Pal <b>C,FL-OD</b>	
9:45AM – 10:45AM	<b>23C1</b> Treating the Newly Diagnosed Glaucoma Patient Gaddie <b>C,FL-OD,TPA</b>		<b>23C3</b> How OCT Forever Changed Retina Pizzimenti, Pelino <i>This course is 2 hours from 9:45am – 11:45am</i>	<b>23C5</b> AMD Current Science and Trends in Diagnosis and Treatment Gerson, Rodman <i>This course is 2 hours from 9:45am – 11:45am</i>	<b>23C6</b> Laser Therapy and Advanced Procedures Optometry Lighthizer <b>C,FL-OD</b>	<b>23L1</b> Scleral Lens Advanced Fitting Barnett, Pal <b>C,FL-OD</b>	
11:00AM – 12:00PM	<b>24C1</b> New Medications in Glaucoma Gaddie <b>C,FL-OD,TPA</b>	<b>24C2</b> Cultural Competence The Opportunities of Serving the Needs of Hispanic Patients Santiago <b>C,FL-OD</b>		<b>24C4</b> Treatment of Inflammatory Eyelid Disease with Photobiomodulation Therapy Hornberger <b>C,FL-OD</b>		<b>24L1</b> Scleral Lens Troubleshooting Barnett, Pal <b>C,FL-OD,N-O3</b>	
12:15PM – 1:15PM	<b>20C1</b> Vision Series - Presented by Novartis - Myth Busters: Dry Eye Disease Hauser, Mattheis <b>FREE, NOT FOR CREDIT. OPTOMETRISTS ONLY.</b>	<b>20C2</b> Vision Series – TBD <b>FREE, NOT FOR CREDIT. OPTOMETRISTS ONLY.</b>					
2:45PM – 4:45PM	<b>25C1</b> A Roadmap for Identifying and Managing Progression in Glaucoma Chaglasian, Fingeret <b>C,FL-OD</b>	<b>25C2</b> MGD: New Technologies for Diagnosis and Management M. Schaeffer, Hom, Devries <b>C,FL-OD</b>	<b>25C3</b> Today's Low Vision Made Easy Gannon, Porter, Gartner <b>C,FL-OD</b>	<b>25C4</b> Rapidly Changing Landscape of Refractive Technology Speaker TBD <b>C,FL-OD</b>	<b>25C5</b> The Greatest Posterior Segment Disease Course Ever Haynie, Sutton, Dunbar <b>C,FL-OD,T</b>	<b>25C6</b> Therapeutic Approaches to Presbyopia Management: The Dawn of a New Age McGee <b>C,FL-OD,TPA</b>	<b>25L1</b> Scleral Lens Workshop Barnett, Pal, Kading <i>Limited Attendance \$186</i> <b>C,FL-OD,N-O3</b>
5:00PM – 6:00PM	<b>26C1</b> A Roadmap for Medical Management of Glaucoma Schmidt <b>C,FL-OD,TPA</b>	<b>26C2</b> Anterior Segment Dilemmas Hauswirth <b>C,FL-OD</b>	<b>26C3</b> Low Vision Triage: The Gap Between Simple Magnification and Braille Gannon <b>C,FL-OD</b>		<b>26C5</b> 21st Century Retina Care Majcher <b>C,FL-OD</b>	<b>26C6</b> Preparing Your Practice for Presbyopia J. Schaeffer <b>C,FL-OD</b>	<b>26L1</b> New and Innovative Uses for Contact Lenses Kading <b>C,FL-OD,N-O3</b>

## TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia
Non-Track	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	

OPTICAL TECHNOLOGY	BUSINESS SOLUTIONS				
			<b>21B2</b> How To Become the Best Leader to Make Your Team Smarter Johnston <b>C,FL-OD</b>		
		<b>22B1</b> MBA Strategies to Maximizing Inventory ROI Walker <b>A-O2</b>	<b>22B3</b> The Elderly...Dispensing Tips to Practice By O'Keefe <b>FL-OP,A-O2,N-O2,NYS-D/CL-B</b>	<b>22B4</b> How To Not Sell in the Exam Room Steele <b>C,FL-OD</b>	<b>22B5</b> Five Intelligence Strategies for a Successful Optical in Today's Climate (COVID-19 and Beyond) Gould <b>C,FL-OD</b>
<b>23O1</b> Designing and Crafting Strong and Unusual Lenses Dennis <b>A-O2,FL-T,NYS-D-A</b>	<b>23O2</b> Fundamentals of Progressive Lens Design Hanlin <b>FL-T,NYS-D-I,A-O2</b>		<b>23B3</b> Branded Eyewear – What's The Big Deal? O'Keefe <b>A-NO</b>	<b>23B4</b> How I Built This: Building a New Practice from the Ground Up Steele <b>C,FL-OD</b>	<b>23B5</b> Lost Revenue Opportunities and How To Reclaim Them Binkowitz <b>C,FL-OD</b>
	<b>24O2</b> Soft Lens Fitting Spherical and Toric Gzik <b>FL-T,NYS-CL-I,N-O2</b>	<b>24B1</b> Myopia Hanlin <b>A-O2,FL-OP</b>	<b>24B3</b> A Positive Approach to Patient Objections O'Keefe <b>A-O1,N-O1</b>	<b>24B4</b> The 2022 Optometry Practice Re-Boot (COVID19 and Beyond) Gould <b>C,FL-OD</b>	<b>24B5</b> Building a Glaucoma Practice: Combining Standards of Care with Billing and Coding Klute <b>C,FL-OD</b>
<b>20O1</b> OptiCon @ Vision Expo East 2022 General Session: Opticianry Leading the Way James Morris, Curt Duff, Justin Morris <b>A-O1,N-O1</b>					
<b>25O1</b> Working With Customized and Personalized Free-Form Lenses Dennis <b>A-O1,FL-T,NYS-D-I</b>	<b>25O2</b> Biomicroscope Usage in a Contact Lens Practice and Workshop Gzik <b>FL-T,NYS-CL-B,N-O3,A-O3</b>	<b>25B1</b> The O'Keefe Sisters Top Dispensing Tips Pierce, O'Keefe, O'Keefe-Culp <b>FL-OP,NYS-D-B,A-O2</b>	<b>25B2</b> Mega-brand SWAT; Strategy With Advanced Techniques Walker <b>A-NO,N-NO</b>	<b>25B4</b> Great Team = Great Business Carlson <b>C,FL-OD</b>	<b>25B5</b> Building Your Business For Profit Binkowitz, Kling <b>C,FL-OD</b>
<b>26O1</b> 3D Printing for Lenses and Frames Pierce <b>FL-T,NYS-D-I,A-O2</b>			<b>26B3</b> Building Sales Without Selling Binkowitz <b>C,FL-OD</b>	<b>26B4</b> Developing a game plan for headaches and concussion protocol Nanasy <b>C,FL-OD</b>	

## ACCREDITATION IS PENDING

The "pending CE approval" courses are being submitted to the accrediting agencies for consideration of approval – if the accreditation designation is NOT listed, the course is NOT being submitted to that agency.

# SATURDAY APRIL 2

PROGRAM SUBJECT TO CHANGE AS OF 01-18-22.

CLINICAL						CONTACT LENS
8:30AM – 9:30AM	<b>31C1</b> The Secondary Glaucoma Marrelli <i>This course is 2 hours from 8:30am - 10:30am</i>	<b>31C2</b> Uveitis M. Schaeffer, Schmidt  C,FL-OD,O,TPA	<b>31C3</b> Demodex Principal, Conspirator, or Bystander in Dry Eye Hom  C,FL-OD	<b>31C4</b> Disruptive Technologies Thimons <i>This course is 2 hours from 8:30am - 10:30am</i>	<b>31C5</b> OCT Connect: Maximizing Your OCT Rodman <i>This course is 2 hours from 8:30am - 10:30am</i>	<b>31L1</b> Tricks of the Trade with Torics Pal  C, FL-OD, N-O2
9:45AM – 10:45AM	<b>32C2</b> The Greatest Anterior Segment Disease and Medical Management of Contact Lens Complications Course Ever  C, FL-OD	<b>32C6</b> Unlocking the Mystery of Myopia Management 7 Keys to Success Kading <i>This course is 2 hours from 9:45am - 11:45am</i>	<b>32C3</b> Optometry Meets Neurology, The link between Headaches and Dry Eye Sensation Corbin-Simon  C,FL-OD	<b>32C7</b> Neurotrophic Cornea Koetting  C, FL-OD, TPA	<b>32C6</b> Unlocking the Mystery of Myopia Management 7 Keys to Success Kading <i>This course is 2 hours from 9:45am - 11:45am</i>	<b>32L1</b> The Art and Science of Presbyopic CL Fitting Bennett, Quinn <i>This course is 2 hours from 9:45am - 11:45am</i>
11:00AM – 12:00PM	<b>30C4</b> MIGS in Glaucoma Moderator: Schweitzer Panelists: Whitley, Hauswirth  C, FL-OD, TPA	<b>30C3</b> Optometry Meets Neurology, The link between Headaches and Dry Eye Sensation Corbin-Simon  C,FL-OD	<b>30C7</b> Neurotrophic Cornea Koetting  C, FL-OD, TPA	<b>30C6</b> 10 Hacks for OCT Interpretation in Glaucoma Dunbar  C,FL-OD	<b>30C6</b> 10 Hacks for OCT Interpretation in Glaucoma Dunbar  C,FL-OD	<b>30C6</b> 10 Hacks for OCT Interpretation in Glaucoma Dunbar  C,FL-OD
12:15PM – 2:30PM	<b>30C1</b> Vision Series – TBD <i>This session is from 12:15pm-1:15pm</i>  FREE, NOT FOR CREDIT. OPTOMETRISTS ONLY.	<b>30C2</b> Vision Series – TBD <i>This session is from 12:15pm-1:15pm</i>  FREE, NOT FOR CREDIT. OPTOMETRISTS ONLY.	<b>30C5</b> OCT Workshop Pizzimenti, Haynie <i>This workshop is 2 hours from 12:30pm - 2:30pm</i>  C,FL-OD			
2:45PM – 4:45PM	<b>33C1</b> Glaucoma Grand Rounds Fingeret, Schmidt  C,FL-OD,TPA	<b>33C2</b> Advances in Ocular Surface Disease: Treating Dry Eye Periman, J. Schaeffer  C,FL-OD,TPA		<b>33C4</b> 20/20 Refractive Update: Advances in Presbyopic and Corneal Procedures Johnston, Whitley  C,FL-OD	<b>33C6</b> Top 10 Drugs: What's In Your Cabinet Thimons  C, FL-OD, O,TPA	<b>33L1</b> Diagnosis and Treatment of the Irregular Cornea Quinn, Barnett  C,FL-OD
5:00PM – 6:00PM	<b>34C1</b> Surgical Advances in Glaucoma Therapy Schweitzer  C,FL-OD,TPA	<b>34C2</b> Digital Dry Eye Hom  C, FL-OD, TPA		<b>34C4</b> Don't Let Your Lids Get You Down Speaker TBD  C, FL-OD, TPA	<b>34C6</b> Ocular Pain Management Whitley  C,FL-OD,O,TPA	

## TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia
Non-Track	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	

ALLIED HEALTH	OPTICAL TECHNOLOGY				BUSINESS SOLUTIONS		
<b>31A1</b> The Medical Bases for Optical Prescription Changes Zeitlin  P	<b>31O1</b> What's New in Wearable Technology Eyewear? Underwood  FL-T,NYS-D-I, A-O2	<b>31O2</b> Fitting Beyond the Limbus Buckner  A, FL-T			<b>31B3</b> The 8 Steps To A 5-Star Experience Gould  C,FL-OD	<b>31B4</b> 8 Common Cash Flow Pitfalls Kling  C,FL-OD	
<b>32A1</b> Allied Health Personnel's Role in Management of Ocular Emergencies Young <i>This course is 2 hours from 9:45am - 11:45am</i>  P	<b>32O1</b> An Optician's Guide to Visual Impairment Underwood <i>This course is 2 hours from 9:45am - 11:45am</i>  FL-OP,NYS-D/CL-I, A-O2,N-O2	<b>32O2</b> Advancements in Photochromic Technology: Solutions for Today's World O'Keefe  A-O2	<b>32O3</b> Gas Permeable Fluorescein Patterns: Application & Removal Workshop Buckner <i>This course is 2 hours from 9:45am - 11:45am</i>  N, FL-T, NYS-CL-I	<b>32B1</b> MBA Strategies to Managing Your Practice and Optical Walker <i>This course is 2 hours from 9:45am - 11:45am</i>  A-NO	<b>32B2</b> Follow the Science: Clinical Decision-Making Using Evidence-Based Medicine Klute <i>This course is 2 hours from 9:45am - 11:45am</i>  C,FL-OD	<b>32B3</b> Profit First: Eradicating Business Poverty Kling <i>This course is 2 hours from 9:45am - 11:45am</i>  C,FL-OD	
<b>33A1</b> Clinical Ocular Concepts for Opticians and Technicians Young  P, A-O1	<b>33O1</b> How to Get the Most Out of Your Digital Measuring Devices Underwood  FL-T,NYS-D-I, A-O2		<b>33O3</b> Soft Lens Fitting/ Application & Removal Workshop C. Russell  N, FL-T, NYS-CL-I	<b>33B1</b> Management; Do You Have the Right Stuff? Walker  A-NO, N-NO	<b>33B2</b> Choose the Right Code: Documentation Guidelines for Office Visits Klute  C, FL-OD	<b>33B3</b> The Art of Starting Cold: From Private Equity, to COVID, and Beyond Baas, Steinmetz  C,FL-OD	
<b>34A1</b> Cataract Surgery Comanagement for Opticians - Optical Solutions to Suboptimal Outcomes Zeitlin, Young  P	<b>34O1</b> Advanced Ophthalmic Optics Walker  FL-OP,NYS-D-A,A-O3	<b>34O2</b> Compensated Powers (and Other Ophthalmic Conundrums) Hanlin  FL-T,NYS-D-I,A-O2	<b>34O3</b> Fashion Optical Dispensing Manso  A, FL-OP, NYS-D-B	<b>34B2</b> Connecting the Refraction with the Patient's Prescriptions Pierce  FL-T,NYS-D/CL-I, A-O2,N-O2	<b>34B3</b> Private Practice Horror Stories Helmus  C,FL-OD	<b>34B4</b> Key Performance Indicators that Drive Revenue and Optimize Your Cash Flow Gould  C,FL-OD	

## ABOUT ACCREDITATION

The accreditation designations serve as a guide to assist you with course selections. The courses listed are "pending CE approval." Please refer to VEE2022.com/Policies for current CE approvals. You can change a course selection after you register by calling Client Services at 1.800.811.7151.

Vision Expo is not responsible for courses that do not receive accreditation. Do not assume that the courses you register for will be approved. You will not receive credit if you are late to a course. Course approval information will also be available onsite in the Education Office.



CLINICAL				CONTACT LENS
7:15AM – 8:15AM	<b>41C1</b> Clinical Ocular Grand Rounds Lonsberry <i>This course is 2 hours from 7:15am - 9:15am</i>		<b>41C4</b> Florida Prevention of Medical Errors Sowka <i>This course is 2 hours from 7:15am - 9:15am</i>	
8:30AM – 9:30AM		<b>42C2</b> CSI: Anterior Segment Case Files Whitley, Koetting <i>This course is 2 hours from 8:30am -10:30am</i>	<b>42C3</b> Red Eyes – It's Just Conjunctivitis or Is It? Johnston	<b>42L1</b> Contact Lens Management of Keratoconus Quinn, Bennett <i>This course is 2 hours from 8:30am – 10:30am</i>
9:45AM – 10:45AM	<b>43C1</b> A New Era in Cataract and Refractive Surgical Management Johnston		<b>43C3</b> Treatment and Management of Glaucoma Lonsberry <i>This course is 2 hours from 9:45am – 11:45am</i>	<b>43C4</b> Florida Jurisprudence Sowka <i>This course is 2 hours from 9:45am – 11:45am</i>
11:00AM – 12:00PM		<b>44C2</b> Urgency vs. Emergency Koetting		
12:15PM – 1:15PM				

OPTICAL TECHNOLOGY			BUSINESS SOLUTIONS		
<b>41O1</b> Optical Boot Camp Zeitlin	<b>41O2</b> Mastering Prism Walker <i>This course is 2 hours from 7:15am – 9:15am</i>	<b>41O3</b> Ten Clinical Pearls after the First 10,000 B. Russell	<b>41B1</b> Attracting Quality Staff in a Full Employment Market Manso	<b>41B2</b> The Lean Machine: A Systematic Approach to an Efficient and Cost Effective Practice Neufeld	
A-NO, NYS-D-B	A-O2	FL-T, N-O3, NYS-CL-I	A-NO	C,FL-OD	
<b>42O1</b> Eye Disease with Deadly Consequences Zeitlin		<b>42O3</b> The Lost Art: GP Corneal Lens Fitting B. Russell	<b>42B1</b> Maximize Revenue and Profits with Vision Care Plans Manso	<b>42B2</b> Out With the Old, In With the New Helmus	
A-NO		FL-T, N-O2, NYS-CL-I	A-NO	C, FL-OD	
		<b>43O3</b> Contact Lens Management of Infants and Children B. Russell	<b>43B1</b> Breaking Current Practice Barriers Manso	<b>43B2</b> Creating Long Term Private Practice Success Through Real Estate Neufeld	<b>43B3</b> Efficiently Planning for Practice Succession Cmejla
		FL-T, N-O3, NYS-CL-I	A-NO	C,FL-OD	C,FL-OD
<b>44O1</b> Blue Light Hanlin		<b>44O3</b> Anatomy of a Successful Optical Business Pierce	<b>44B1</b> Spoil Your Clients in Luxury Eyewear Walker <i>This course is 2 hours from 11:00am – 1:00pm</i>	<b>44B2</b> Demonstrating a Positive Attitude to Patients Manso <i>This course is 2 hours from 11:00am – 1:00pm</i>	<b>44B3</b> Self-Care: Understanding the Importance of a Healthy (Financial) Mindset in Practice Ownership Cmejla
FL-T,NYS-D-I,A-O2		A-NO			
			A-NO	A-NO	C,FL-OD

**TRACK KEY**

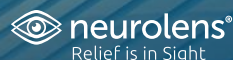
Anterior Segment	Glaucoma	Imaging Technology	Myopia
Non-Track	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	

**EDUCATION REGISTRATION**

- Course handouts will be available online prior to the Education Program. They will not be available onsite. After you register for your courses, you will be able to print your own course handouts and bring them to the Education Program. Course handouts will also be available online for one month after the program and on the Vision Expo Mobile App.
- In an effort to improve the Education registration process, badges will not be mailed. Please bring your confirmation letter with barcode onsite to Registration to have your badge and course itinerary printed when you arrive at the conference. This will ensure that you have the most up-to-date course information on your badge barcode and course itinerary, including room numbers.
- Your badge barcode will have all of your registered courses embedded in it, which is required for course entry. If you make any course changes onsite after you have already printed your badge, you will need to get a new badge printed so that your current courses are embedded in your updated badge barcode.
- After the Education Program, you will receive a letter via e-mail verifying your course attendance. Please submit this letter to your state board/national accreditation agency for license renewal. If you did not supply an e-mail address when you registered, please update your registration record by calling Client Services at 1.800.811.7151.

Prism is ~~Niche~~  
~~Unnecessary~~  
~~Not Worth It~~  
~~Problematic~~  
~~Complicated~~  
~~Difficult~~  
~~Avoidable~~  
~~A Specialty~~  
~~Poison~~  
 The Future

Become A Provider



## Meet your newest irreplaceable team member!

### Fully automated wavefront lens analyzer

The VX40 is fully automated and gives you everything you need with the push of a button in 30 seconds. Featured on Review of Optometric Business, the article "How to Sell Near-Task-Specific Glasses & Generate \$160,000+ Annually" explores the opportunity to expand profitability by selling Near-Task-Specific Lenses. The VX40 reads all lenses, including bifocals, progressives, freeform, and single vision lenses. It is compatible with virtually every lens technology and brand.

Visit us at booth #F4133 to experience a live demo of the VX40 and the rest of our integrated portfolio!

We are the global manufacturer and exclusive sales, service and training provider for Optovue, Visionix, Briot and Weco brands in North America. You can read about these emerging technologies, and more on our Digital Catalog. Scan QR code.



1 (800) 729-1959

[luneautechusa.com/visionexpo](http://luneautechusa.com/visionexpo)



Brought to you by  
**REGENERON**

**PUT YOUR PATIENTS WITH  
 DIABETIC RETINOPATHY (DR)  
 ON THE PATH TOWARD  
 MANAGING THEIR DISEASE AND**

**SET THE COURSE FOR  
 SUCCESS IN DR**

## DIABETIC RETINOPATHY: A GROWING PROBLEM THAT YOU CAN HELP MANAGE<sup>1-4</sup>

Through early detection, monitoring, and timely referral, you play a pivotal role in managing your DR patients' vision<sup>2-4</sup>

### If you see or suspect DR:



Educate your patients about the severity of DR, especially when left untreated<sup>3,4</sup>

- Your early and frequent discussions about disease progression, treatment options, and referral will empower patients, which could help them avoid significant vision loss<sup>3,4</sup>



According to the AOA, you should refer patients with<sup>3</sup>:

- Severe nonproliferative DR (NPDR) within 2 to 4 weeks
- Proliferative DR (PDR) within 2 to 4 weeks
- High-risk PDR with or without macular edema within 24 to 48 hours



Ensure patients have followed up with a retina specialist who can treat DR



Monitor your patients with DR<sup>3,4</sup>

The AOA recommends frequent monitoring of patients<sup>3</sup>

- At least every 6 to 8 months in patients with moderate NPDR and more frequently for patients with greater disease severity<sup>3</sup>



**Refer patients to a specialist who can treat DR<sup>3,4</sup>**

*Regeneron is committed to helping you partner with your patients for comprehensive care of DR, as well as for care of other retinal diseases.*

AOA = American Optometric Association.

**References:** 1. Diabetic Retinopathy. Centers for Disease Control and Prevention website. <http://bit.ly/2BKTVCTS>. Accessed January 17, 2020. 2. Early Treatment Diabetic Retinopathy Study Research Group. Fundus photographic risk factors for progression of diabetic retinopathy. ETDRS report number 12. *Ophthalmology*. 1991;98(5 suppl):823-833. 3. Care of the Patient With Diabetes Mellitus: Quick Reference Guide. American Optometric Association website. <http://bit.ly/2M22OUJ>. Accessed January 17, 2020. 4. Ferrucci S, Yeh B. Diabetic retinopathy by the numbers. *Rev Optom*. June 15, 2016. <http://bit.ly/2KNNJ4E>. Accessed January 17, 2020.

© 2020, Regeneron Pharmaceuticals, Inc. All rights reserved.  
 777 Old Saw Mill River Road, Tarrytown, NY 10591

01/2020  
 OPH.20.01.0007





**Live demo  
at booth  
#F4133**

## Experience a complete suite of advanced visual health solutions

We are the global manufacturer and exclusive sales, service and training provider for Optovue®, Visionix®, Briot® and Weco® brands in North America.

We are the pioneer in integrating core refractive, screening, and imaging technologies to address the needs of eye care professionals in this dynamic market. Today, we are proud to offer high-speed OCT and OCTA technology designed to facilitate diagnosing and managing a range of ocular diseases.

Our goal is to improve access to forward-thinking technology that transforms the patient experience. With over 100 years of innovation, an expanded product line, as well as a new level of support, clinical education, and practice integration, we are well-positioned to help you unlock your potential.

### The latest in OCT and OCTA

Avanti Widefield OCT offers state-of-the-art imaging from the cornea to the choroid with exclusive technology that will change your approach to disease diagnosis and management. When you're ready, add AngioVue OCT Angiography (OCTA) to the Avanti platform to bring non-invasive vascular imaging with measurement tools to your practice. Ease into OCTA with AngioVue Essential or choose AngioVue Comprehensive to access all available OCTA features. For the retina specialist, there's AngioVue Retina, retina-only OCT and OCTA.



### Unrivaled control of lens quality

Briot® Couture is a highly intuitive finishing solution for any Optical. Inspired by our popular Briot® Attitude edger, Couture is the world's first finishing platform that is powered by innovative virtual 3D rendering technology, allowing Opticians to visualize the final output before edging.

### New technologies to thrive in the next normal

The Visionix product line combines multiple test functionalities in a small package—providing all necessary data for a comprehensive exam with significantly less patient movement from instrument to instrument. The compact Eye Refract and VX650 can be placed on a single tabletop or set up separately in a five square feet pre-test room. The optional table's ergonomic design even allows a wheelchair to fit comfortably, an excellent benefit for practitioners who see patients with special needs.



The second-generation Eye Refract is a highly automated and dynamic wavefront-based phoropter that includes a digital acuity short chart and the VX40 lens analyzer. The new VX650 combines a 45-degree fundus camera with advanced objective refraction, topography, wavefront aberrometry, tomography, and more.

**New product releases to be revealed at booth #F4133! Experience it yourself at Vision Expo East.**



You can read about these emerging technologies, and more on our Digital Catalog. Scan QR code.

1 (800) 729-1959

[luneautechusa.com/visionexpo](http://luneautechusa.com/visionexpo)



**In dry eye disease, don't let chronic inflammation overwhelm.\*  
CHOOSE XIIDRA.<sup>1-3</sup>**

**KEN JEONG,  
REAL DRY EYE PATIENT.**

**VISIT BOOTH #F4255 TO LEARN MORE**



For additional safety information about Xiidra®, please refer to the brief summary of Prescribing Information below.

\*Xiidra blocks LFA-1 on T cells from binding with ICAM-1 that may be overexpressed on the ocular surface in dry eye disease and may prevent formation of an immunologic synapse which, based on in vitro studies, may inhibit T-cell activation, migration of activated T cells to the ocular surface, and reduce cytokine release. The exact mechanism of action of Xiidra in DED is not known.<sup>1-3</sup>

**References:** 1. Xiidra [package insert]. East Hanover, NJ: Novartis Pharmaceuticals Corp; June 2020. 2. Bron AJ, de Paiva CS, Chauhan SK, et al. TFOS DEWS II Pathophysiology Report. *Ocul Surf.* 2017;15(3):438-510. 3. Pflugfelder SC, Stern M, Zhang S, Shojaei A. LFA-1/ICAM-1 interaction as a therapeutic target in dry eye disease. *J Ocul Pharmacol Ther.* 2017;33(1):5-12.

XIIDRA, the XIIDRA logo and ii are registered trademarks of Novartis AG.

**XIIDRA® (lifitegrast ophthalmic solution), for topical ophthalmic use Initial U.S. Approval: 2016**

**BRIEF SUMMARY: Please see package insert for full prescribing information.**

#### 1 INDICATIONS AND USAGE

Xiidra® (lifitegrast ophthalmic solution) 5% is indicated for the treatment of the signs and symptoms of dry eye disease (DED).

#### 4 CONTRAINDICATIONS

Xiidra® is contraindicated in patients with known hypersensitivity to lifitegrast or to any of the other ingredients in the formulation [see Adverse Reactions (6.2)].

#### 6 ADVERSE REACTIONS

The following serious adverse reactions are described elsewhere in the labeling:

- Hypersensitivity [see Contraindications (4)]

#### 6.1 Clinical Trials Experience

Because clinical trials are conducted under widely varying conditions, adverse reaction rates observed in clinical trials of a drug cannot be directly compared to rates in the clinical trials of another drug and may not reflect the rates observed in practice.

In five clinical studies of DED conducted with lifitegrast ophthalmic solution, 1401 patients received at least one dose of lifitegrast (1287 of which received lifitegrast 5%). The majority of patients (84%) had ≤ 3 months of treatment exposure. One hundred-seventy patients were exposed to lifitegrast for approximately 12 months. The majority of the treated patients were female (77%). The most common adverse reactions reported in 5%-25% of patients were instillation-site irritation, dysgeusia, and reduced visual acuity.

Other adverse reactions reported in 1%-5% of the patients were blurred vision, conjunctival hyperemia, eye irritation, headache, increased lacrimation, eye discharge, eye discomfort, eye pruritus, and sinusitis.

#### 6.2 Postmarketing Experience

The following adverse reactions have been identified during post-approval use of Xiidra. Because these reactions are reported voluntarily from a population of uncertain size, it is not always possible to reliably estimate their frequency or establish a causal relationship to drug exposure.

Rare cases of hypersensitivity, including anaphylactic reaction, bronchospasm, respiratory distress, pharyngeal edema, swollen tongue, and urticaria have been reported. Eye swelling and rash have been reported [see Contraindications (4)].

#### 8 USE IN SPECIFIC POPULATIONS

##### 8.1 Pregnancy

##### Risk Summary

There are no available data on Xiidra use in pregnant women to inform any drug-associated risks. Intravenous (IV) administration of lifitegrast to pregnant rats, from pre-mating through gestation Day 17, did not produce teratogenicity at clinically relevant

systemic exposures. Intravenous administration of lifitegrast to pregnant rabbits during organogenesis produced an increased incidence of omphalocele at the lowest dose tested, 3 mg/kg/day (400-fold the human plasma exposure at the recommended human ophthalmic dose [RHOD], based on the area under the curve [AUC] level). Since human systemic exposure to lifitegrast following ocular administration of Xiidra at the RHOD is low, the applicability of animal findings to the risk of Xiidra use in humans during pregnancy is unclear [see Clinical Pharmacology (12.3) in the full prescribing information].

##### Data

##### Animal Data

Lifitegrast administered daily by IV injection to rats, from pre-mating through gestation Day 17, caused an increase in mean pre-implantation loss and an increased incidence of several minor skeletal anomalies at 30 mg/kg/day, representing five, 400-fold the human plasma exposure at the RHOD of Xiidra, based on AUC. No teratogenicity was observed in the rat at 10 mg/kg/day (460-fold the human plasma exposure at the RHOD, based on AUC). In the rabbit, an increased incidence of omphalocele was observed at the lowest dose tested, 3 mg/kg/day (400-fold the human plasma exposure at the RHOD, based on AUC), when administered by IV injection daily from gestation Days 7 through 19. A fetal no observed adverse effect level (NOAEL) was not identified in the rabbit.

##### 8.2 Lactation

##### Risk Summary

There are no data on the presence of lifitegrast in human milk, the effects on the breastfed infant, or the effects on milk production. However, systemic exposure to lifitegrast from ocular administration is low [see Clinical Pharmacology (12.3) in the full prescribing information]. The developmental and health benefits of breastfeeding should be considered, along with the mother's clinical need for Xiidra and any potential adverse effects on the breastfed child from Xiidra.

##### 8.4 Pediatric Use

Safety and efficacy in pediatric patients below the age of 17 years have not been established.

##### 8.5 Geriatric Use

No overall differences in safety or effectiveness have been observed between elderly and younger adult patients.

Manufactured for:  
 Novartis Pharmaceuticals Corporation  
 One Health Plaza  
 East Hanover, NJ 07936  
 T2019-110



# 200° of iCare

Visit Vision  
Expo East  
Booth F4513  
for show  
specials!



## iCare EIDON

Eidon Ultra-Widefield:  
Now covering 200 degrees

iCare's unique combination of sharpness and TrueColor offers now even wider view on the retina from 120 with a single shot, up to 200 with Mosaic functionality, helping to detect subtle signs of pathologies further in the periphery.\*

- + Ultra-Widefield of view up to 200°
- + Rich in details from center to periphery
- + Imaging through media opacities

\* Ultra-Widefield imaging is available with the optional EIDON UWF Module.

## iCare IC200

200 degrees of  
tonometry

- + Supine, recline & seated operations
- + No corneal disruptions
- + Suitable for every patient
- + Single use probes to exceed infection control guidelines



For more information, scan,  
call 888.422.7313, or email  
infoUSA@icare-world.com  
[www.icare-world.com/USA](http://www.icare-world.com/USA)

For better perception **icare**

COMPASS, DRS, DRSplus, EIDON, EIDON AF, EIDON FA, MAIA are devices manufactured by Centervue Spa. IC200, IC100, HOME, TA01 are devices manufactured by iCare. iCare is a registered trademark of ICARE FINLAND OY. CENTERVUE S.P.A., ICARE USA INC. and ICARE FINLAND OY are parts of REVENIO GROUP and represent the brand iCare.

# VISION | 2022 EXPO | NYC

MARCH 31 - APRIL 3 | JAVITS CENTER | NYC



@VISIONEXPO



REGISTRATION IS NOW OFFICIALLY OPEN!

[VEE2022.com/Register](http://VEE2022.com/Register)