



2024 FALL CONVENTION ———

REGISTRATION

Arkansas Optometric Association Fall Convention
November 8-9, 2024



<https://arkansas.aoa.org>



Oaklawn Racing Casino Resort
Hot Springs, Arkansas



501.661.7675



aoa@arkansasoptometric.org

Host Hotel Information



Oaklawn Racing Casino Resort is the official host hotel for the 2024 Fall Convention. A block of rooms has been reserved and the special room rate will be available until October 16, 2024, or until the block has sold out, whichever comes first.

Please help to keep hotel rates reasonable for all AROA attendees by staying in the convention hotel where AROA has reserved room blocks at a discounted rate.

Room Rates:

Thursday, Nov. 7th: \$150 (King/Double Queen) per night

Friday, Nov. 8th: \$250 (King/Double Queen) per night

For Reservations:

Call **501-363-4625** and use **Booking ID# BKG514** or ask for "AR Optometric Association 2024 Fall Conference Room Block"

Reserve your room by October 16, 2024

Schedule-at-a-glance

Friday, November 8, 2024

7:00 am - 12:00 pm Registration

8:00 am - 5:00 pm OD Education

8:00 am - 5:00 pm Para Education

11:30 am - 12:30 pm ArOA Membership Meeting/Lunch

Saturday, November 9, 2024

7:00 - 9:00 am Registration

7:30 am - 12:30 pm OD Education

Scan QR code for [online OD registration](#)



Friday, November 8, 2024

Time	Event	Location
7:00 am-12:00 pm	Registration	Outside Ballroom C
8:00-9:40 am	SLT Hows and Whys Advanced (AP) by Joseph Shetler, O.D. (COPE: 92028-LP) This course is designed to review the role SLT plays in glaucoma management. The course will review Laser trabeculoplasty indications as well as contraindications The acting mechanism of SLT will be explored. After laying the ground work for when and why to use SLT the participants will be educated about pre and post op concerns as well as the best practice techniques for doing the procedure. The course includes actual video presentation of SLT procedures performed by optometrist. (2 hours)	Ballroom A
8:00-10:00 am	ArOA Board Meeting	Executive Boardroom
9:40-10:30 am	Exhibit Hall	Ballroom C
10:30-11:20 am	Arkansas Jurisprudence by the Arkansas State Board of Optometry (AR State Board Approved) <i>This course meets the requirement for jurisprudence education. (1 hour)</i>	Ballroom A
11:30 am-12:30 pm	ArOA Membership Meeting & Lunch for ArOA Members Only	Ballroom B
12:30-1:20 pm	Refractive Amblyopia Treatment: Say No to the Patch by Alex Conley, O.D. (COPE: 94568-FV) New update of treatment for children and adults with refractive amblyopia. (1 hour)	Ballroom A
1:20-1:40 pm	Exhibit Hall	Ballroom C
1:40-3:30 pm	Post Concussion Protocols and Treatments for Primary Care Optometrists by Alex Conley, O.D. (COPE: 91989-FV) Post concussion patients often exhibit strange and debilitating symptoms. Use these tips to help identify and treat patients who present with post concussion syndrome. (2 hours)	Ballroom A
3:30-4:00 pm	Exhibit Hall	Ballroom C
4:00-5:00 pm	Post Surgical Strabismus Disasters: A Cautionary Tale by Alex Conley, O.D. (COPE: 94567-FV) Treating post surgical strabismus, why surgery isn't always the best case scenario. (1 hour)	Ballroom A

Scan QR code for [online OD registration](#)



Check out the speaker bios at arkansas.aoa.org

Notice: You must be registered for OD Education to receive credit for education hours. Guests or volunteers not registered for OD Education are not eligible to receive credit for education. If you have questions, please contact the ArOA office in advance.

Saturday, November 9, 2024

Time	Event	Location
7:00-9:00 am	Registration	Outside Ballroom C
7:30-8:30 am	Arkansas Medicaid Vision Care Program by Beatrice Reed, O.D. (AR State Board Approved) The course is a review of the Arkansas Medicaid Vision Care Program with emphasis on prior authorizations. <i>(1 hour)</i>	Ballroom A
8:30-9:30 am	Hiring an Associate OD by Christopher Lopez, O.D. (COPE ID: 92687-PM) Hiring doctors can be challenging. There are a lot of variables that come into play for a successful (or unsuccessful) endeavor to hire an associate OD. This lecture will outline the best practices of hiring an Associate Optometrist as smoothly as possible. <i>(1 hour)</i>	Ballroom A
9:30-10:30 am	Billing and Coding: E/M and Posterior Segment by Christopher Lopez, O.D. (COPE ID: 92682-PM) Importance of precise coding in enhancing practice revenue and reducing denials. This outline should provide a comprehensive guide for educating medical billing and coding professionals specifically in the areas of retinal disease and glaucoma, ensuring they are well-prepared to handle the complexities of ophthalmology billing. <i>(1 hour)</i>	Ballroom A
10:30-11:30 am	Adding Technology in Optometry to Enhance Patient Care by Christopher Lopez, O.D. (COPE ID: 92711-GO) Technology is advancing in eye care at an unprecedented rate. This lecture will highlight financially feasible technology to incorporate into optometry offices to drive clinical decision making and improve patient care. <i>(1 hour)</i>	Ballroom A
11:30 am-12:30 pm	Lids, Lumps and Bumps, Oh My! by Byron Wilkes, MD (AR State Board Approved) Lecture features lesions, lumps and bumps and covers many of the common lesions encountered by physicians. <i>(1 hour)</i>	Ballroom A

Important Information about Education Credit

For Arkansas licensure, in-state education may be approved by the Arkansas State Board of Optometry or it may be a COPE accredited event. Some education hours offered during this meeting may only meet Arkansas State Board of Optometry approval. All hours will still be listed in the OE Tracker system house by ARBO/COPE. If you need education credit outside of Arkansas, please consult your state licensing board to determine if the education meets that state's requirements.

You are responsible for capturing your attendance at the end of each class. There are two ways to capture attendance.

1. Scan the QR code with your OE Tracker app on your phone or tablet
2. Enter your OE Tracker ID (located on your nametag) on the device located outside of the education room.

- Volunteers and staff will no longer scan your name badge to receive credit.
- Your proof of education will be emailed to you directly from COPE OE Tracker. Paper "receipts" will no longer be handed out.
- You will receive a letter stating all of your education hours that you received credit for after convention.

We highly recommend that you download the OE Tracker app on your phone.

How to Download the App: Go to the App Store or iTunes on your iPhone or go to Google Play on your Android phone and search for 'OE TRACKER'. Follow the instructions to download the app. If when installing the OE TRACKER mobile app you are prompted with 'unable to download', or 'invalid software' you should update your mobile phone's operating system.

How to Use the App: After downloading the app, enter your OE TRACKER username and password to log in. We will post a course-specific QR code to scan at the end of each course to record your attendance.

To find out what your OE TRACKER number is or to set up a username and password, call ARBO at 704-970-2710 or 866-869-6852.

Speakers for Optometric Education



Alex Conley, O.D., FCOVD

Dr. Conley is a Texas Board of Optometry certified therapeutic optometrist and optometric glaucoma specialist. He is a member of the American Optometric Association, Texas Optometric Association, College of Optometrists and Vision Development, and the InfantSee Public Health Program. Dr. Conley has been working with patients of all ages suffering from visual deficits and ocular disease since his residency in 2016. He is experienced with and enjoys the complexity of the brain's visual system. His expertise allows him to look beyond the "surface level" of vision. He has treated many cases with a large range of severity from vision related learning disabilities to visual dysfunction associated with neurological disorders, stroke, and traumatic brain injury.



Christopher Lopez, O.D.

Dr. Christopher Lopez graduated Summa Cum Laude from the University of Houston College of Optometry. He is originally from Southern California and now resides in the Midwest with his family. Chris sees patients at a heavy medical private practice focusing on ocular disease and premier vision correction solutions. He lectures across the country and routinely publishes articles for optometry journals and online platforms. Chris is the Director of Career Services for ODs on Finance where he helps optometrists (and students) navigate their career search journey, as well as assists employers in finding the right Associate optometrist. Chris is passionate about giving back to the optometry community, empowering colleagues, and moving our industry forward.



Beatrice Reed, O.D.

Dr. Reed has extensive experience in several modes of practice including private practice, the Department of Defense, and the Veterans Health Administration. She served as Vision Consultant for Arkansas Medicaid from 2005-2010 and is currently serving in that position for the second time. Dr. Reed served on the American Optometric Association Evidence-Based Optometry Committee, which writes the AOA Clinical Practice Guidelines, and was integral in the development of the Clinical Practice Guideline for Glaucoma. Dr. Reed served on the Arkansas Optometric Association Board of Directors from 2001-2009 and was elected president in 2007. Dr. Reed has served on the Arkansas State Board of Optometry since 2020 and was recently elected president. Among her professional honors are the Special Service Award from Central Arkansas Veterans Healthcare System, the Commanders Award for Civilian Service from Bayne-Jones Army Community Hospital, and the Medical Professions Award from the Arkansas Federation of Business and Professional Women. Dr. Reed earned the Doctor of Optometry Degree from the University of Missouri-St. Louis. She earned Masters and Bachelor of Science Degrees in Biology Education from Arkansas State University in Jonesboro, as well as a Bachelor of Science Degree in Biology from the University of Arkansas-Pine Bluff.



Joseph L. Shetler, O.D.

Dr. Joseph Shetler currently serves as an associate professor at Northeastern State University Oklahoma College of Optometry where he teaches practice management, health systems, and gerontology courses as well as supervision of students in the clinic. Prior to accepting this position, Dr. Shetler was the senior partner in a multi doc, multi-location practice in western Nebraska and South Dakota. Dr. Shetler served in this area for 25 years. Dr. Shetler has played an integral role in providing laser education and scope expansion as a member of NSUCO'S advanced procedures and laser team. Dr. Shetler is a Diplomate of the American Board of Optometry, and is currently the clinic chief of on-campus clinical facilities.



Byron Wilkes, MD

Dr. Byron Wilkes is a Board Certified Ophthalmologist who specializes in Oculofacial surgery and cosmetic care. Dr. Wilkes graduated from UAMS in 2006. He was a resident at the Dean A. McGee Eye Institute in Oklahoma City and his fellowship in oculofacial plastic and orbital surgery was at the University of Louisville Hospital. He practices at McFarland Eye Care.

Friday, November 8, 2024

Time	Event	Location
7:00 am-12:00 pm	Registration	Catherine/DeGray
8:00-10:00 am	Hands-On Skills Workshop Part 1: This lecture is designed to aid the assistants in understanding the prescreening process. This course will provide scenarios to provoke conversation among the attendants to answer the question of "what next" when screening patients. This lecture will cover case history, visual acuity, pupillary response, cover testing, Muscle-H testing and confrontation fields. <i>(ABO, CPC, NCLE: 2 hours)</i>	Catherine/DeGray
10:00-10:30 am	Exhibit Hall	Ballroom C
10:30-11:30 am	Hands-On Skills Workshop Part 2: <i>(ABO, CPC, NCLE: 1 hour)</i>	Catherine/DeGray
11:30 am-12:30 pm	Lunch on your own	
12:30-1:00 pm	Exhibit Hall	Ballroom C
1:00-2:00 pm	How to Conduct a Staff Meeting: This lecture is designed to educate staff members on an effective way to hold a staff meeting. It will go over the value of getting organized and how to make the most effective use of staff time. It will provide helpful tools designed to assist optometrist, office coordinators, and any staff member techniques on conducting productive staff meetings. This lecture will provide a 10-step check list that can be used with any meeting. It is a great leadership tool. <i>(CPC, NCLE: 1 hour)</i>	Catherine/DeGray
2:00-2:45 pm	Exhibit Hall	Ballroom C
2:45-4:45 pm	Who Left You in Charge? This course is designed to identify traits of a good leader and the value of leadership. It will assist the attendees in understanding the roles and requirements for leadership within any practice. The importance of being decisive will be discussed. The course will cover the key and critical elements of creating a culture within a practice which is healthy for an effective practice leadership. <i>(ABO, CPC, NCLE: 2 hours)</i>	Catherine/DeGray



Lynn E. Lawrence, CMSgt, USAF (ret), MSOL, CPOT, ABOC, COA, OSC

Lynn E. Lawrence is currently a national lecturer, staff development and ophthalmic technician for Mills Eye and Facial Plastic Surgery. He has a Master's Degree in Organizational Leadership. As the owner of See The Light Consulting, LLC., he develops staff development, educational, and compliance materials for office use. An American Optometric Association, American Board of Opticianry, and Joint Commission for Allied Healthcare Personnel in Ophthalmology approved speaker.

In 2009 he retired from the USAF after 30 years of service. During his military career he was promoted to the top 1% of the enlisted ranks to Chief Master Sergeant, and then assigned to the Army/Air Force Exchange Service HQs, Dallas, Texas as the Optical Program Manager. He oversaw quality control for 133 optical stores world-wide. He was also appointed by the Air Force Surgeon General as the Ophthalmic Career Field Manager where he oversaw 540 Optometry/ Ophthalmology technicians at 90 locations around the world. Lynn was 1 of 4 nationally recognized technicians selected to attend the industry sponsored 2020 Summit where industry and optometry collaborated to overcome professional hurdles within optometry.

[Online Para Registration](#)



OD Registration

Mail: 1401 W. Capitol Ave., Suite 247, Little Rock, AR 72201

Fax: 501-661-7675

Phone: 501-661-7675

Online: <https://arkansas.aoa.org>

Name	OE Tracker #
Email Address	Phone
Mailing Address	City, State, Zip
Emergency Contact name & phone	

If you are registering a guest, please provide name

- **Guests may attend the Exhibit Hall. Guests should wear name badge to attend.**
- You must be registered for OD Education to receive credit for education hours. Guests or volunteers not registered for OD Education are not eligible to receive credit for education. If you have questions, please contact the ArOA office in advance.
- **Paraoptometric Registration on separate form**

	 Early Bird Before 10/11/24	10/12/24 to 11/03/24	After 11/04/24
AOA/ArOA Member	\$425 _____	\$475 _____	\$525 _____
Non-Member	\$650 _____	\$700 _____	\$750 _____
2024 Grad/Member	\$ 0 _____	\$ 0 _____	\$25 _____
Guest	\$ 0 _____	\$ 0 _____	\$ 0 _____
Students	\$ 0 _____	\$ 0 _____	\$0 _____
Total	\$ _____	\$ _____	\$ _____

Please indicate the functions you will attend

Friday, November 8

___ Membership Lunch, 11:30 am - 12:30 pm (Members Only)

Food Allergies/Dietary Restrictions?

Please list: _____
 ___ Gluten-Free
 ___ Vegetarian
 ___ Vegan

Payment Information

Check Enclosed # _____

Credit Card Number _____

Exp. Date _____ CVV _____

Billing Address

___ Same as mailing address listed above

___ No, different billing address:

Name on card: _____

Address: _____

- Registration for 2024 Graduates are sponsored by the ArOA Board.
- On-site registration will be charged an additional \$100. On-site registration pricing begins November 4, 2024.
- This meeting is only available as a complete package.
- Cancellation Policy: A full refund, minus \$50 cancellation fee, will be provided if request is received by October 11, 2024.
- Payment must accompany this form to avoid charge for late registration.



Para Registration

Mail: 1401 W. Capitol Ave., Suite 247, Little Rock, AR 72201
Fax: 501-661-7675
Phone: 501-661-7675
Online: www.arkansas.aoa.org


Staff Name	Circle Certification Needed	Staff E-mail <i>(note: this is where handouts will be sent)</i>
	ABO AR-ABO CPC NONE	
	ABO AR-ABO CPC NONE	
	ABO AR-ABO CPC NONE	
	ABO AR-ABO CPC NONE	

Employed by: (Doctor Name) _____

Phone Number: _____

Mailing Address _____ City, State, Zip _____

Emergency Contact and Phone: _____

	# Staff	 Before 10/11/24	10/12/24 to 11/03/24	After 11/04/24	Total
Para/Staff/Optician (works for ArOA member)	_____	\$100	\$125	\$150	\$ _____
Para/Staff/Optician Non-Member	_____	\$200	\$225	\$250	\$ _____

Payment must accompany this form to avoid late charge. Please make checks payable to Arkansas Optometric Association. Registration is only available as a complete package. A refund of registration minus \$50 will be issued if request is received by October 11, 2024.

Payment Information

Check # _____

Credit Card Number: _____

Exp. date: _____ CVV _____

If different, Name on card: _____

Mailing address, city, state, zip _____

__ Information same as mailing address above

2024 PARTNERS

Gold Partners



Silver Partners



Bronze Partners



- The Arkansas Optometric Association Industry Partnership Program was created to provide year-long collaboration between the association and industries. Industry Partnership funding supports non-educational expenses for the Arkansas Optometric Association. No industry funding will be used towards expenses related to any continuing education, including but not limited to, speaker honoraria, travel or related expenses, course development or filing fees. The Arkansas Optometric Association has received commercial support from the partners listed above for this activity in the form of an unrestricted educational grant.



1401W. Capitol, Suite 247
Little Rock, AR 72201



2024 Fall Convention

November 8-9, 2024

Registration



Scan QR code for [online OD registration](#)

12 HOURS CONTINUING EDUCATION FOR ODS



[Join the Arkansas Optometric Association for our annual fall convention.](#)

OD Education

When? In-person Live dates: November 8-9, 2024 (ODs)

Where? Oaklawn Racing Casino Resort, 2705 Central Ave, Hot Springs, AR 71901

OD Education: 12 hours including AR Jurisprudence & credit for Arkansas AP credentialed ODs.

Paraoptometric Education

When? Friday, November 8, 2024

Where? Oaklawn Racing Casino Resort, 2705 Central Ave, Hot Springs, AR 71901

Para Education: 6 hours of accredited education.

