

PROGRAM NAME/SPONSOR: Vision Expo West 2009

REVIEWER: Jim DeDario

REVIEWERS INITIALS _____

DATE/LOCATION OF PROGRAM: **September 30, - October 3, 2009 in Las Vegas, NV**

DATE SUBMITTED: **July 16, 2009**

COURSE TITLE/#	HOURS REQUESTED	HOURS APPROVED	PAGE #	RECOMMENDATIONS/CONTINGENCIES
<u>SPECTACLE HOURS</u>				
Free-Form and Wavefront Lens Technology	2-S		3	
An Interactive Assessment of Your Premium Lens Knowledge	2-S		3	
High-Tech Dispensing	2-S		5	
Sunglasses, Polarization, and Polarized Lenses	1-S		8	
Don't Remake: PRE-Think!	2-S		9	
Priceless Vision...It's A Trust Thing	2-S		15	
PAL Selection Strategies	2-S		16	
The Bucket Theory	1-S		19	
New & Now Frame Technology	1-S		20	
Basic Corneal Topography	1-S		25	
Optical Boot Camp Level 2 – Top Gun	4-S		28	
A Systems Approach to Prescribing and Selling Anti-Reflective Lenses	1-S		30	
The Technician's Role In The Ocular Exam	2-S		34	

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<u>CONTACT LENS HOURS</u>				
Good Tears, Bad Tears and Contact Lens Dryness	2-C		4	
Contact Lens Management of Irregular Astigmatism	2-C		8	
Basic RGP Lens Fitting	1-C		11/12	
Basics of External Disease for Technicians	1-C		16	
Contact Lens Grand Rounds and Case Reports	2-C		21/22	
Basic Corneal Topography	1-C		25	
Contact Lens Management of Keratoconus	1-C		30	
Scleral Lens Fitting and Troubleshooting	2-C		31	

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KEY:

SP= SPECTACLE

IC=INFECTION CONTROL

CL=CONTACT LENS

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O =OCULARIST

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<u>MANAGEMENT HOURS</u>				
Achieving 20/20 Productivity – How Behavior Affects Performance	3-M		1	
Clinical Pearls in Creating A Premier Contact Lens Practice	2-M		1	
Your Brand: More Than A Slick Logo	2-M		2	
10 Strategies To Implement a Flat Economy	2-M		4	
Cracking The Social Network Code to Generate New Business	2-M		4	
Build My Contact Lens Practice?! Sure, it's Worth It.	1-M		6	
How to Create & Implement A Successful Frame Buying Strategy: For Beginners	3-M		6	
Set Yourself Apart from Your Competition	1-M		7	
Selling Your Agenda at Work: Motivation and Leadership	1-M		7	
Work Habits: Miracle Workers or Deal Breakers?	2-M		9/10	
Optimizing Office Efficiency	1-M		10/11	
Merchandising Magic	1-M		11	
10 Marketing Mistakes to Avoid	1-M		12	
Discover the Talent You've Already Hired	2-M		12	
Skills For First-Time Managers	2-M		13/14	
Retail 101	2-M		14	

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<u>MANAGEMENT HOURS</u> <u>CONT</u>				
Strategies for the Visionary Leader	2-M		16/17	
My Five Top Tips for Increasing Multiple Pair Sales	2-M		17	
Want vs Need: Creating Eyewear Desire	2-M		17/18	
“E-Management” Options/Solutions in Practice Management Software	1-M		18	
Who is My Target Audience & How Do I Reach Them?	1-M		18	
Memorable First & Last Impressions	1-M		19	
How to Sell Expensive Stuff	1-M		20	
Managing Your Frame Inventory	2-M		20	
Marketing Benefits, Not Products	2-M		21	
25 Top Tips from the Front Desk	2-M		22/23	
Maximizing Staff Potential	2-M		23	
The Power and Profits of Performance Sunwear	2-M		2	
The One Minute Optician: Rapid Fire Tips for Optical Dispensing	2-M		10	
Wrap it Up!	1-M		24	
Understanding and Utilizing Technology Driven Products	2-M		33	
Legendary Customer Service	2-M		23	

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<u>MANAGEMENT HOURS</u> <u>CONT</u>				
How to Increase Word of Mouth Referrals	2-M		24	
Positioning Your Practice on Factors other Than Low Price	1-M		24	
Social Networking 101: What the Tweet is Facebook?	1-M		26	
How to Thrive and Survive in a Struggling Economy	1-M		26/27	
Tapping into Underutilized Profit Centers	1-M		27	
Using the Power of Package Pricing	1-M		27	
Eliminating Free Service	1-M		28	
Insurance Filing	1-M		29/30	
Dealing with Difficult People	2-M		30/31	
Fundamentals of Coding and Billing	2-M		32	
The Bucket Theory	1-M		19	
The Art of History Taking	1-M		28	
Eyewear Pricing Strategies	1-M		34	

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<u>SPECTACLE/CONTACT LENS OCULARISTS HOURS</u>				
The Eye – What a Trip	2-S/C/O		13	
Anatomy/Physiology of The Eye	1-S/C/O		22	
Benchmarking Your Optical Dispensing	2-S/C/O		32	

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<u>SPECTACLE/CONTACT LENS HOURS</u>				
Basics of External Disease for Technicians	1-S/C		16	

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