



TOA Summit is about you, the doctor, and your mission; it's a place to learn from world-changing thinkers and innovators in the optometric community.

- ✓ National and Local Speakers
- ✓ Expansive Exhibit Hall
- ✓ Special Events
- ✓ Opioid, Ethics, CPR and Human Trafficking Course

125th ANNUAL TOA SUMMIT

Join us at the JW Marriott in Austin, Texas
February 20-23, 2025


\$200 REBATE!*

*If you attend all specified vendor sessions on Friday & Saturday, we will rebate \$200 of your registration fees.

DETAILS INSIDE

YOU DON'T WANT TO MISS THIS.

We believe in working hard and playing harder! That's why the TOA is excited to bring you some of the best activities and entertainment available in the Austin, Texas area.

GOLF

Thursday, February 20, Morning
Sign up with your registration to receive details.

InfantSEE Workshop (Limited Attendance)

Friday, February 21, 10am

JOB PLACEMENT SOCIAL

Friday, February 21, 8pm - 10pm
Sponsored by The Doctors of Texas State Optical

\$200 REBATE*

OPTOMETRISTS: *If you attend all specified vendor sessions on Friday and Saturday, we will rebate \$200 of your registration fee.

TOA BRINGS YOU MORE CHOICES AT OUR EVER EXPANDING EXHIBIT HALL!

For 2-Days, TOA brings you frames, scanning lasers, equipment, technology, office supplies, office design, insurance, marketing, pharmaceuticals, financial lending, practice management - and that's just the beginning. With over 125 booths, more specials, more companies and more information, you'll find everything you need to take your practice to the next level.



SATURDAY NIGHT CELEBRATION

7pm

Presidential Celebration Reception
Beverages, Snacks, and BIG FUN Games!

Sponsored by
UIW Rosenberg School of Optometry
& UH College of Optometry



Live Band

The Grooves

8PM





Visit www.TOASummit.com to register online!

(Online registration ONLY after February 14th)

OPTOMETRISTS: **If you attend all specified vendor sessions on Friday and Saturday, we will rebate \$200 of your registration fee.*

Refund Policy: Full Refund if notified by February 7th; \$50 Refund fee if notified one week prior to Summit; No Refund if final week of Summit.

Practice Information (please print)

Practice Name:	Address:	
City/State/Zip:	Office Phone:	Office Fax:

Optometrist Information (Doctors pre-registered will receive their \$200 rebate check on-site; otherwise, it will be mailed to you.)

Last Name:	First Name:	Nickname/Badge Name:	Suffix:
License #:	Cell Phone #:	Email:	

By giving TOA your email, you will automatically be signed up to receive TOA eNews and optometry related information.

Optometric Staff Member (non-optometrist)

Last Name:	First Name:	Nickname/Badge Name:	Suffix:
------------	-------------	----------------------	---------

Email: _____

Optometric Staff Member (non-optometrist)

Last Name:	First Name:	Nickname/Badge Name:	Suffix:
------------	-------------	----------------------	---------

Email: _____

For individual or additional optometric staff members please download the form online at www.toasummit.com.

RATES	By Jan. 17 th	By 5pm Feb. 7 th	After 5pm Feb. 7 th	
Optometrist (Ethics Course Included)				
TOA / AOA Member	\$515	\$615	\$715	<input type="checkbox"/>
NON- TOA / AOA Member	\$715	\$815	\$915	<input type="checkbox"/>
TOA / AOA Life Member	\$435	\$435	\$435	<input type="checkbox"/>
TOA / AOA Retired Member	\$435	\$475	\$515	<input type="checkbox"/>
Optometry School Full-Time Faculty TOA / AOA Member	\$315	\$415	\$515	<input type="checkbox"/>
2024 Graduate Member	\$415	\$515	\$615	<input type="checkbox"/>
2024 Graduate Non-Member	\$515	\$615	\$715	<input type="checkbox"/>
2021-2023 Graduate Member	\$435	\$535	\$635	<input type="checkbox"/>
2021-2023 Graduate Non-Member	\$535	\$635	\$735	<input type="checkbox"/>
Optometric Staff				
Optometrist is a TOA Member	\$240	\$265	\$290	<input type="checkbox"/>
Optometrist is a TOA Non-Member	\$265	\$290	\$315	<input type="checkbox"/>

Name of Optometrist: _____

Exhibit Hall ONLY or Extra Badges (not for vendor registration)

Friday OR Saturday \$60 x _____ = _____

Friday AND Saturday \$110 x _____ = _____

Names for exhibit hall only or extra badges and day(s) preference:

1. _____ Fri Only Sat Only Fri & Sat

2. _____ Fri Only Sat Only Fri & Sat

Children (over 2 and under 12) \$40 x _____ (#children) x _____ (#days) = _____

EVENTS

Thursday Golf: February 20th, Morning

All Welcome, Check the box to receive information

Thursday Boxed Lunch: February 20th, 1pm - 2pm

OD & Staff, No CE, Sponsored by Lenz and Apellis # of Attendees: _____

Friday InfantSEE Workshop: February 21st, 10am - 12pm

OD & Staff, LIMITED ATTENDANCE # of Attendees: _____

Friday Boxed Lunch: February 21st 12pm - 1pm

OD & Staff, No CE, Sponsored by Astellas # of Attendees: _____

Friday Job Placement Social: February 21st, 8pm - 10pm

OD ONLY, No CE, Sponsored by The Doctors of Texas State Optical

PAYMENT

Check My check for \$ _____ is enclosed. (payable to "TOA")

Credit Card Charge my credit card \$ _____

Card Number: _____

Exp. Date: _____ 3/4 Digit Security Code: _____

Signature: _____

CE for this summit is available as a complete package ONLY.

Send your completed form and payment by mail or fax:

Mail to: Texas Optometric Association, Inc.
P.O. Box 654320, Dallas, TX 75265-4320

Fax to: (512) 326-8504



Join us at the JW Marriott + 110 E 2nd St, Austin, TX 78701 + 512.474.4777
Discounted room rates starting at \$293 when you reserve a room at the JW Marriott by until Jan. 31st through our conference link found at www.toasummit.com.

Course Handouts: Available online at www.toasummit.com as they become available.

OPTOMETRIST SCHEDULE

Thursday, February 20

Morning	Golf	
9:00am - 9:30pm	Registration	
10:00am - 11:00am	Tim Aiken, President and COO Cleinman Performance Partners	CE 1 General/CPO
"Laying the Strategic Foundation" Building Your Brand. Separating Yourself from the Pack. The Economics of Vision Plans.		
11:00am - 12:00pm	Don Furman, OD	CE 1 General/CPO
"Giving Vision Plans the Boot" Evaluating the Risk. Designing the Plan. Preparing your team. Taking the Leap. Enjoying the Results.		
12:00pm - 1:00pm	Kevin Wilhelm, CEO Marketing 4ECps	CE 1 General/CPO
"Filling the Book" The key elements of marketing. The economics of Marketing. Writing and Executing your Marketing Plan. Building momentum.		
12:00pm - 1:00pm	Jeffrey Varanelli OD, FFAO, Nick Colatrella, OD, FFAO	CE 1 TPA/DPA
"Pharmacology A-Z" Pharmacology A to Z is an interactive 1-hour lecture that encourages the audience to participate with the lecturers. We use an A to Z review of common medications that optometrists encounter in practice and some obscure ones that can have ocular side effects. We discuss both indications and contraindications, as well as side effects and dosages.		
1:00pm - 2:00pm	Boxed Lunch (<i>must pre-register</i>) Sponsored by LENZ & Apellis	
2:00pm - 3:00pm	Kevin Wilhelm, CEO Marketing 4ECps	CE 1 General/CPO
"The Art and Science of Selling" Building your and your team's selling skills. Communicating Value. Overcoming Objections.		
2:00pm - 4:00pm	Jeffrey Varanelli OD, FFAO, Nick Colatrella, OD, FFAO	CE 2 TPA/DPA
"Treatment and Management of Challenging Anterior Segment" This ever-changing course will review treatment options and management plans for many of the presenters' challenging anterior segment cases. Each case will be supported by clinical photographs and videos to enhance the learning and discussion.		
3:00pm - 4:00pm	Don Furman, OD	CE 1 General/CPO
"The Million Dollar Question" How a multi-million-dollar practice arrived at its decision to drop vision plans...and the consequences.		
4:00pm - 5:00pm	Al Cleinman, Founder and CEO Cleinman Performance Partners	CE 1 General/CPO
"Maximizing Profit Margins...Now!" How to ensure that vision plan participation doesn't bankrupt you. Maximizing eyewear margins. Balancing between vision plans and medical plans. Driving Efficiency.		
4:00pm - 5:00pm	Jeffrey Varanelli OD, FFAO, Nick Colatrella, OD, FFAO	CE 1 TPA/DPA
"Neurotrophic Keratitis" This one-hour course will review the risk factors and pathophysiology of neurotrophic keratitis. The presenters will review diagnostic techniques, as well as discuss the available treatment options, including autologous serum, amniotic membranes, and the only FDA approved topical biologic, cenegermin-bkjb (Oxervate). Future and pipeline treatments will also be discussed. Case presentations and live polling will be used to enhance the learning and discussion.		
5:00pm - 6:00pm	Tim Aiken, President and COO Cleinman Performance Partners Kevin Wilhelm, CEO Marketing 4ECps	CE 1 General/CPO
"Answers to Your Burning Questions" The panel will answer your burning questions regarding existing vision plans and profitability.		
5:00pm - 6:00pm	Marc Gustafson, CPR Resources	CE 1 TPA/DPA/CPO
"First Aid" From bumps to burns and chest pains to choking, this class shares with you important steps that can make a huge difference in someone's emergency. First aid steps offered in a practical fashion that is sure to make sense.		
5:00pm - 7:00pm	Jeffrey Varanelli OD, FFAO, Nick Colatrella, OD, FFAO	CE 2 TPA/DPA
"Amniotic Membranes Workshop" This workshop will cover proper storage, handling, and the insertion and removal of amniotic membranes. Hands-on experience with the various products will allow attendees to become comfortable handling and utilizing this treatment within their practices.		

6:00pm - 7:00pm	Marc Gustafson, CPR Resources	CE 1 TPA/DPA/CPR/CPO
"CPR: Cardiopulmonary Resuscitation Certification" This class covers how to perform CPR on infants, children, and adults in a practical and fun fashion.		
7:00pm - 9:00pm	Dinner On Your Own	
9:00pm - 10:00pm	Jeffrey Varanelli OD, FFAO, Nick Colatrella, OD, FFAO	CE 1 TPA/DPA
"Late Night CE: High Risk Medication Monitoring Quiz Game" Many medications used to treat systemic disease can have harmful ocular effects. This one-hour interactive course quizzes the attendees as they try to get to the top of the real-time leaderboard. We will discuss the various ocular side effects and summarize the ophthalmological implications of those medications listed as "high risk". Both indications and contraindications, as well as side effects and dosages, will be reviewed. Case presentations and interactive Q&A will be used to enhance the learning and discussion.		
10:00pm - 11:00pm	Jeffrey Varanelli OD, FFAO, Nick Colatrella, OD, FFAO	CE 1 TPA/DPA
"Late Night CE: Anterior Segment Jeopardy" This one-hour lecture will be an interactive, educational presentation based on the popular quiz show game. Participants will be presented with anterior segment disease clues in the form of answers and must phrase their responses in the form of questions. Answers are discussed, and background information is given regarding the correct response.		

Friday, February 21

6:30am - 7:30am	Continental Breakfast	
6:30am - 8:30pm	Registration	
7:00am - 8:00am	John Nolan, PhD	CE 1 TPA/DPA
"A Vision for Vision" <i>Sponsored by MacuHealth</i> Over the last 20 years, research has identified how nutrients of the eye can be enriched for all patients, with positive outcomes for visual function. In addition to supporting patients with AMD, the newest research has demonstrated improvements in visual performance for individuals functioning at high visual demands. Examples of this include sport, pilots and military. This lecture will discuss the rationale behind this science, and explain the need to introduce nutritional intervention for eye health for younger patients.		
7:00am - 8:00am	Paul Chous, MA, OD, FFAO	CE 1 TPA/DPA
"Addressing Structural Puzzles in Diabetic Eye Disease" <i>Sponsored by LKC Technologies</i> This lecture will take attendees on a journey that reviews the many advances in structural and functional testing for the diagnosis and management of diabetic eye disease. It will delve into the benefits, increased level of patient care, and the quality of patient referrals facilitated by the combination of structural and functional testing. Some of the most advanced and novel technologies, their utility, and their integration into a modern optometry practice will be discussed alongside conventional testing methods.		
8:00am - 9:00am	Chad Fleming, OD, FFAO	CE 1 General/CPO
"Mastering the Message: How to Lead and Inspire Through Effective Communication" <i>Sponsored by Weave</i> Learn new ways to effectively communicate and elevate your leadership skills to new heights. This session will equip you with actionable strategies to deliver your message with clarity and confidence. Learn how to engage your team, foster collaboration, and inspire positive change within your practice.		
8:00am - 9:00am	Peter J. Cass., OD	CE 1 General/CPO
"Customer Service: Revolving Issues and Net Promoter Scores" This course will discuss dealing with customer service breakdowns in an eyecare practice. It will include information about how to track the patient experience and identify problems and opportunities. It will also give practical steps on how to respond to problems, including complaints about incorrect prescriptions, bad reviews, and general customer service issues.		
9:00am - 10:00am	Anith Pillai, OD, FSLs, FIAOM	CE 1 TPA/DPA
"Making A Case for Scleral Lens: Keratoconus and Beyond" To review the design process of Scleral lenses evaluation and conditions to best utilize them. The lecture will also review common complications and troubleshooting these cases. Finally, case examples will be shared that show Scleral Lenses utilized in real world scenarios.		
9:00am - 10:00am	Craig Thomas, OD	CE 1 TPA/DPA
"Oculoplastic Optometry" <i>Sponsored by MD Elite</i> You will learn about the variety of procedures that optometrists use to treat conditions involving the eyelids, the lacrimal drainage system, and other structures around the eye. Emphasis is placed on the deployment of energy-based technologies like intense pulsed light, radiofrequency, and low-level light therapy.		

Schedule is subject to change. For the most updated schedule, visit www.toasummit.com.

OPTOMETRIST SCHEDULE (continued)

10:00am - 11:00am	Anith Pillai, OD, FSLs, FIAOM	CE 1 TPA/DPA
"Orthokeratology: Reshaping Vision" The course will present the mechanism of action of orthokeratology on vision correction and myopia control. It will review the architecture of an orthokeratology retainer and its corresponding impact on topographical changes. Finally troubleshooting common complications in orthokeratology will be reviewed.		
10:00am - 12:00pm	Deborah Bernay, OD Jenny Terrell, OD, FFAO	CE 2 TPA/DPA/CPO
"InfantSEE Workshop – Limited to 50 Attendees (must pre-register)" The InfantSEE workshop will provide a great opportunity to expand one's comfort level examining infants. The InfantSEE workshop will use research and techniques to make it practical. The workshop will make practitioners comfortable with the examination testing and diagnosing of infants. Each participant will be able to work directly with an infant.		
10:00am - 12:00pm	Lily Arendt, OD, FFAO	CE 2 TPA/DPA
"To Remove or Not to Remove" This course will discuss various anterior corneal pathologies and various tools to diagnose them. We will review the pathophysiology behind each condition. We will discuss the treatment and management of each condition and how superficial keratectomy can impact the corneal curvature prior to cataract surgery.		
11:00am - 12:00pm	Anith Pillai, OD, FSLs, FIAOM	CE 1 TPA/DPA
"A Case for Advanced Ortho-K" A review on the design philosophies for advanced Ortho-k cases such as High Myopia, Hyperopia, and post LASIK.		
12:00pm - 1:00pm	Boxed Lunch (must pre-register) Sponsored by Astellas	
1:00pm - 2:00pm	Peter J. Cass, OD	CE 1 TPA/DPA/Opioid
"Managing the Risks and Benefits of Pain Management With Opioid Analgesics" This course is required for any optometrists that prescribe opioids. The course will cover the history of opioid analgesic agents, issues with opioid overuse and addition, the definitions and mechanisms of pain and assessing patients in pain. You will learn how to create an effective pain management plan including, non-pharmacologic management, non-opioid analgesic management, and management with opioid analgesics.		
2:00pm - 3:00pm	Natalie Pirrone, Poieima Foundation	CE 1 Gen/Human Trafficking
"Human Trafficking" This course is approved by the Texas Health and Human Services Commission and completes the requirement all optometrists need to renew their license. This in-person course allows for Q&A opportunities not available when taken online.		
3:00pm	"Branding Texas Style" – Attend all sessions for a \$200 Rebate	
5:00pm - 8:30pm	Exhibit Hall and Dinner Food, Sponsored by 44 Farms	
8:00pm - 10:00pm	Job Placement Social (must pre-register) Sponsored by The Doctors of Texas State Optical	
Saturday, February 22		
6:30am - 7:30am	Continental Breakfast	
6:30am - 6:00pm	Registration	
7:00am - 8:00am	Andrew Kemp, OD, FFAO	CE 1 Ethics
"Professional Responsibility Course" Sponsored by the University of Houston College of Optometry The 2025 Professional Responsibility Course for Texas Optometrists provides participants with the opportunity to learn about the legal and ethical practice of optometry, including compliance with specific state laws. This course is mandated by state law for Texas optometrists for license renewal. Topics for this year's course include the statutory address requirements, CE Broker, CPR/BLS CE, professional identification, guidelines for initial examinations, remote care, and the HB1696 Vision Plan Bill.		
8:00am	"Branding Texas Style" – Attend all sessions for a \$200 Rebate	
9:35am - 10:00am	Beverage Break	
10:00am - 1:00pm	House of Delegates	Business, CE 2 General
"Business and Optometry Update" Business and Awards Ceremony followed by 2 hours of optometrist CE giving insight into the status of the profession and future of Texas Optometry.		
1:00pm - 3:00pm	Exhibit Hall and Lunch Food, Sponsored by 44 Farms	

3:00pm - 4:00pm	Lily Arendt, OD, FFAO	CE 1 TPA/DPA
"Secondary Glaucoma as the Primary Focus" This course will discuss various secondary glaucomas and how to distinguish them from primary open angle glaucoma. We will review tips for diagnosis for each type of secondary glaucoma. We will discuss the treatment and management of secondary glaucoma that involves both the optometrist and the ophthalmologist.		
3:00pm - 5:00pm	Kaleb Abbott, OD, MS, FFAO	CE 2 TPA/DPA
Beyond the Surface: Corneal Nerves and the Complexity of Dry Eye Symptoms Perhaps the most frustrating part of treating dry eye and ocular discomfort is the inexplicable mismatch between patient symptoms and clinical signs. This deviation is partially responsible for varying clinical decision making, the lacking number of FDA approved medications for dry eye, and poor patient outcomes. Here we explore a different approach when treating ocular surface disease based on heightened attention to the role of corneal nerves.		
3:00pm - 5:00pm	Joe DeLoach OD, FFAO	CE 2 TPA/DPA/CPO
"Lies, Myths and Legends from the FDA, AMA and Pharm Industry" This course will give an overview of the role nutrition and pharmaceuticals play in overall health. It will focus on the myths passed to us through the years, and what the true facts are regarding food and pharma.		
4:00pm - 5:00pm	Lily Arendt, OD, FFAO Christopher Putnam, OD, PhD, FFAO	CE 1 TPA/DPA
"Corneal Edema: Case-Based Insights and Emerging Therapies" Corneal edema generally results from the accumulation of fluid within epithelium and stroma resulting in loss of transparency. Critical to the diagnosis and management of the related pathophysiology, is the understanding of the corneal anatomy and the intricate balance among the pump mechanisms of the endothelium, the stromal pressure, and the barrier function of the epithelium. This presentation will review the state of the science with specific focus on case-based clinical care utilizing commercially available imaging devices. Additional emphasis will be placed on existing clinical practice guidelines and preferred practice pattern to assist primary care optometry in a systematic, standardized approach to corneal edema diagnosis, management and referral.		
5:00pm - 6:00pm	Joe DeLoach OD, FFAO	CE 1 TPA/DPA/CPO
"My Patients Are Sick – How Can I Help?" How can optometry help patients have healthier eyes and healthier lives? What place does lifestyle counseling play in the optometric practice? Learn how lifestyle change and alternative healthcare can reshape the future of medicine.		
5:00pm - 6:30pm	Kaleb Abbott, OD, MS, FFAO	CE 1.5 TPA/DPA
"Dreams of Better Vision: How Sleep Impacts Ocular Health and Systemic Function" Sleep is crucial for overall health, but its impact on ocular health is often overlooked. This course explores how sleep affects ocular health, covering blue light, melatonin, iPRGCs, dry eye, sleep apnea, and posterior pole pathologies.		
6:00pm - 7:00pm	William L. Miller, OD, MS, PhD, FNAP,	CE 1 TPA/DPA
"Corneal Cross-Linking" This course will highlight the indications and contraindications for corneal cross-linking therapy. The procedure and its various protocols will be discussed. Outcomes and post-operative care will provide the practitioner with information to guide patient selection and management options in this unique patient group.		

SATURDAY NIGHT ENTERTAINMENT

Food, Games, and LIVE BAND!

7:00pm - 8:00pm	Presidential Celebration Reception Food + Drinks + Games = FUN Sponsored by UIW Rosenberg School of Optometry, University of Houston College of Optometry	
8:00pm	LIVE BAND The Grooves!	
Sunday, February 23		
7:30am - 8:30am	Continental Breakfast	
7:30am - 10:00am	Registration	
8:00am - 9:00am	Kaleb Abbott, OD, MS, FFAO	CE 1 TPA/DPA
"Ocular Rosacea: Roses are Red, Violets are Blue, Skin Can be Red, but Eyes Can Too" Deep dive into the different types of rosacea, pathogenesis, signs and symptoms, and treatments of ocular rosacea.		
9:00am - 10:00am	Kaleb Abbott, OD, MS, FFAO	CE 1 TPA/DPA
"Comfort Through the Chaos: Navigating the Dry Eye Dilemma in Glaucoma Management" Ocular surface disease is a common comorbidity of glaucoma. The management dry eye in glaucoma presents a unique challenge to eye care practitioners as IOP-lowering drops have extensive mechanisms for causing or exacerbating damage to the ocular surface. Here we discuss specific mechanisms involved and ocular surface friendly tips for glaucoma management.		

Schedule is subject to change. For the most updated schedule, visit www.toasummit.com.

STAFF, PARAOPTOMETRIC, & OPTICIAN SCHEDULE

Thursday, February 20		
Morning	Golf	
9:00am - 9:30pm	Registration	
10:00am - 11:00am	Tim Aiken, President and COO Cleinman Performance Partners	CE 1 General/CPO
"Laying the Strategic Foundation" Building Your Brand. Separating Yourself from the Pack. The Economics of Vision Plans.		
11:00am - 12:00pm	Don Furman, OD	CE 1 General/CPO
"Giving Vision Plans the Boot" Evaluating the Risk. Designing the Plan. Preparing your team. Taking the Leap. Enjoying the Results.		
12:00pm - 1:00pm	Kevin Wilhelm, CEO Marketing 4ECPs	CE 1 General/CPO
"Filling the Book" The key elements of marketing. The economics of Marketing. Writing and Executing your Marketing Plan. Building momentum.		
1:00pm - 2:00pm	Boxed Lunch (<i>must pre-register</i>) Sponsored by LENZ & Apellis	
2:00pm - 3:00pm	Kevin Wilhelm, CEO Marketing 4ECPs	CE 1 General/CPO
"The Art and Science of Selling" Building your and your team's selling skills. Communicating Value. Overcoming Objections.		
3:00pm - 4:00pm	Don Furman, OD	CE 1 General/CPO
"The Million Dollar Question" How a multi-million-dollar practice arrived at its decision to drop vision plans...and the consequences.		
4:00pm - 5:00pm	Al Cleinman, Founder and CEO Cleinman Performance Partners	CE 1 General/CPO
"Maximizing Profit Margins...Now!" How a multi-million-dollar practice participation doesn't bankrupt you. Maximizing eyewear margins. Balancing between vision plans and medical plans. Driving Efficiency.		
5:00pm - 6:00pm	Marc Gustafson, CPR Resources	CE 1 TPA/DPA/CPO
"First Aid" From bumps to burns and chest pains to choking, this class shares with you important steps that can make a huge difference in someone's emergency. First aid steps offered in a practical fashion that is sure to make sense.		
6:00pm - 7:00pm	Marc Gustafson, CPR Resources	CE 1 TPA/DPA/CPR/CPO
"CPR: Cardiopulmonary Resuscitation Certification" This class covers how to perform CPR on infants, children, and adults in a practical and fun fashion.		
7:00pm - 9:00pm	Dinner On Your Own	
Friday, February 21		
6:30am - 7:30am	Continental Breakfast	
6:30am - 8:30pm	Registration	
8:00am - 9:00am	Chad Fleming, OD, FAAO	CE 1 General/CPO
"Mastering the Message: How to Lead and Inspire Through Effective Communication" <i>Sponsored by Weave</i> Learn new ways to effectively communicate and elevate your leadership skills to new heights. This session will equip you with actionable strategies to deliver your message with clarity and confidence. Learn how to engage your team, foster collaboration, and inspire positive change within your practice.		
8:00am - 9:00am	Peter J. Cass, OD	CE 1 General/CPO
"Customer Service: Revolving Issues and Net Promoter Scores" This course will discuss dealing with customer service breakdowns in an eyecare practice. It will include information about how to track the patient experience and identify problems and opportunities. It will also give practical steps on how to respond to problems, including complaints about incorrect prescriptions, bad reviews, and general customer service issues.		

8:00am - 10:00am	Mary E. Schmidt, ABOC, CPO	CE 2 CPO/ABO
"Dealing with Difficult People: How to Prevent Problems" How can you deal with the impossible-to-please patient, what about the staff member who gives the lion's share of the workload? Or can we add the doctor, who may have a last-minute task that takes a half-day to complete? This course will prepare staff members to deal effectively with difficult people within the practice.		
10:00am - 12:00pm	Deborah Bernay, OD Jenny Terrell, OD, FAAO	CE 2 TPA/DPA/CPO
"InfantSEE Workshop - Limited to 50 Attendees (must pre-register)" The InfantSEE workshop will provide a great opportunity to expand one's comfort level examining infants. The InfantSEE workshop will use research and techniques to make it practical. The workshop will make practitioners comfortable with the examination testing and diagnosing of infants. Each participant will be able to work directly with an infant.		
10:00am - 12:00pm	Mary E. Schmidt, ABOC, CPO	CE 2 CPO/ABO
"Team Building - More than Just Getting Along" It's valuable to have a mix of personalities in the office. While often, it can be a rich and rewarding team experience, it can also be a significant challenge. Learn how to create an atmosphere where ideas, experiences and differences are valued. Make your office an environment where a team effort means more than just getting along.		
12:00pm - 1:00pm	Boxed Lunch (<i>must pre-register</i>) Sponsored by Astellas	
1:00pm - 2:00pm	Mary E. Schmidt, ABOC, CPO	CE 1 CPO/ABO
"23 Life Skills Every Employee Should Know" Some things just shouldn't be assumed and too often, that's what occurs in day to day life. This course is designed to set a minimum standard of performance. It can be used as a guideline for new employees or a training tool for leaders. The purpose of the program is to establish a dialog between staff members and leadership. The workshop content will establish a performance expectation and allow for discussion and clarification.		
2:00pm - 4:00pm	Sharon Carter	CE 2 CPO
"Marketing Benefits and Not Products" Are your optical sales where you would like them to be? If not, it could be the way you are presenting or "selling" in your optical. This course will teach you how to educate your patients on the benefits of each product you have to offer and how to present that in a way that is not perceived as high pressure selling. When a patient is educated on the benefits they are buying rather than being sold to they understand the value of what they are paying for. This eliminates remorse after the sale and promotes a good referral for your optical. Everyone loves to buy but hates high pressure sales.		
5:00pm - 8:30pm	Exhibit Hall and Dinner <i>Food, Sponsored by 44 Farms</i>	
Saturday, February 22		
6:30am - 7:30am	Continental Breakfast	
6:30am - 6:00pm	Registration	
9:00am - 11:00am	Sharon Carter	CE 2 CPO
"Where is my Money!?? It's my Money and I Want it Now!" This course will identify potential places where practice funds may be tied-up and directly affecting bottom line profits. Such locations may be a significant amount in a single area, such as insurance receivables. Ask yourself these questions. Are you struggling to get patients to return yearly and keep your schedule full? Are you maximizing the three potential streams of income? Are you educating patients on the benefits of products you have in your optical? Do you have the proper number of frames of the right mix based on gender and age of your patients or do you have a hodge-podge of frames based on what your frame reps said you need? Are your staff salaries out of balance? Is your staff working together as a well oiled machine or is there "sand in the gears"? Find the answers to these questions within this period of instruction.		
11:00am - 12:00pm	Sharon Carter	CE 1 CPO
"Creating A Culture That Attracts and Retains Employees" This course is designed to bring awareness to the people interviewing and accepting our positions in our offices today. We have had a specific demographic of age groups that have and are working in our offices today and we have a pretty good understanding of what motivated the people we were hiring. That has all changed in the last few years and we seem to have a disconnect of what we can do to motivate people to want to work in our culture and be happy there. These are the things that creates longevity in staff. This course will discuss some of the things Millennials and GenZ's are looking for in a work environment that will allow them to thrive.		
12:00pm - 3:00pm	Exhibit Hall and Lunch <i>Food, Sponsored by 44 Farms</i>	

Schedule is subject to change. For the most updated schedule, visit www.toasummit.com.

STAFF, PARAOPTOMETRIC, & OPTICIAN SCHEDULE *(continued)*

HOTEL INFORMATION



Join us at the JW Marriott

Lower Rate for 2025 so ACT Fast! Only available until January 31st, get discounted room rates starting at \$293 when you reserve a room at the JW Marriott through our conference link at www.toasummit.com.



JW Marriott
110 E 2nd St, Austin, TX 78701
(512) 474-4777

Saturday, February 22 (cont.)

3:00pm - 5:00pm	Sharon Carter	CE 2 CPO/ABO
"Coding and Billing" Insurance remains a cornerstone of every practice's financial health, encompassing both government and private coverage. The insurance landscape constantly undergoes transformations, and understanding the intricacies of proper documentation and coding has never been more critical. This education course is interactive so you will have an opportunity to share your challenges and craft solutions with experts and your peers. You're sure to leave with a keen understanding of the latest updates that will ensure compliant billing practices and accurate reimbursement. We'll navigate real-world scenarios together, making learning practical, fun and rewarding.		
3:00pm - 5:00pm	Joe DeLoach OD, FAAO	CE 2 TPA/DPA/CPO
"Lies, Myths and Legends from the FDA, AMA and Pharm Industry" This course will give an overview of the role nutrition and pharmaceuticals play in overall health. It will focus on the myths passed to us through the years, and what the true facts are regarding food and pharma.		
5:00pm - 6:00pm	Sharon Carter	CE 1 CPO
"Total Recall" 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.		
5:00pm - 6:00pm	Joe DeLoach OD, FAAO	CE 2 TPA/DPA/CPO
"My Patients Are Sick - How Can I Help?" How can optometry help patients have healthier eyes and healthier lives? What place does lifestyle counseling play in the optometric practice? Learn how lifestyle change and alternative healthcare can reshape the future of medicine.		

SATURDAY NIGHT ENTERTAINMENT *Food, Games, and LIVE BAND!*

7:00pm - 8:00pm	Presidential Celebration Reception Food + Drinks + Games = FUN Sponsored by UIW Rosenberg School of Optometry, University of Houston College of Optometry
8:00pm	LIVE BAND The Grooves!



Schedule is subject to change. For the most updated schedule, visit www.toasummit.com.

Texas Optometric Association

3011 N Lamar Blvd., Ste. 300
Austin, Texas 78705

Phone: (512) 707-2020 • Fax: (512) 326-8504
www.TOASummit.com



A Special Thank You to Our “Branding Texas Style” Sponsors & Summit Supporters!

“TOPS” SPONSORS

abbvie

adit

Alcon
SEE BRILLIANTLY

BAUSCH+LOMB

CooperVision®

EssilorLuxottica

Johnson&Johnson

Practice
Performance
Partners

VIATRIS™

TOA SUMMIT SUPPORTERS

44 FARMS
SINCE 1959

Apellis

astellas



DALROCK
TRANSPORT

LENZ
THERAPEUTICS

LKC
TECHNOLOGIES

MacuHealth

MDelite

OOGP

The Doctors of
TSO
TEXAS STATE OPTICAL

College of Optometry
UNIVERSITY OF HOUSTON

ROSENBERG
SCHOOL of
OPTOMETRY

VersantHealth
bringing you DavisVision® and SuperiorVision®

weave