



# PREVIEW PROGRAM

ASOA PROGRAM  
TECHNICIANS & NURSES PROGRAM  
ASCRS EXHIBIT HALL



[AnnualMeeting.ASCRS.org](https://AnnualMeeting.ASCRS.org)

 **ASOA**  
ANNUAL MEETING  
In conjunction with ASCRS  
APRIL 25-28, 2025 | LOS ANGELES, CA



# IN THIS PROGRAM

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**4** ASOA Program

**18** Technicians & Nurses Program

**24** Education Credits

**26** ASCRS Exhibit Hall

**31** Hotel and Travel Information

KICK OFF THE 2025 ANNUAL MEETING IN STYLE—HOLLYWOOD STYLE!

ASCRS ASOA

# Party FOR A PURPOSE

FRIDAY, APRIL 25, 8:00-11:00 P.M.

THE NOVO AT L.A. LIVE

800 W Olympic Boulevard a335, Los Angeles, California

★ DAZZLE IN THE GLAMOUR OF HOLLYWOOD ★

Cheer on teams showcasing **iconic movie moments**

Raise money to **cure preventable blindness**

Dress like Old Hollywood or a modern-day celebrity ready to **walk the red carpet**  
*(Hollywood-inspired attire is optional)*

Open to all ASCRS, ASOA, industry/exhibitor attendees and their guests. Admission is free. Bring your badge.



DONATE NOW

All proceeds benefit the

 **ASCRS**  
FOUNDATION



# ASOA PROGRAM





# GENERAL INFORMATION

## The 2025 ASOA Annual Meeting: Learning

Featuring exceptional education within a nurturing, comfortable environment, this meeting transforms the educational experience into an extraordinary peer-to-peer knowledge-sharing event. Attendees consistently rank the American Society of Ophthalmic Administrators (ASOA) programming as best in class. The hands-on learning opportunities, interactive session formats, and the depth of topic coverage provide attendees a rich, expansive learning experience that yields insights and information to improve business practices and the patient experience from beginning to end.

ASOA empowers ophthalmic leaders to elevate the business of ophthalmology through education, innovation, support, and collaboration. This year, ASOA offers more than 80 educational courses covering an array of topics essential to effective practice management. These topics include coding, reimbursement, leadership and strategic management, human resources, marketing, business operations, retina, and many other strategies for successful practice management. This Preview Program lists courses by knowledge pathway, allowing attendees to easily see at a glance all the courses in a knowledge pathway. This design also provides practice leaders with an effective way to educate staff on topics that directly affect their work.

## ASOA & Technicians & Nurses Program: Joint Registration

The 2025 meeting offers a joint registration category for those interested in attending both the ASOA and Technicians & Nurses Programs. Crossover is easy because the programs are just steps away from each other. Crossover between the ASOA Annual Meeting and Technicians & Nurses Program is only permitted for those registered in the joint registration category.

## Handouts

Course handouts for the ASOA Annual Meeting will be provided via the ASCRS ASOA Meetings app and online beginning in April 2025. To properly plan and prepare,

please print or download the handouts in advance for the sessions you plan to attend. Printing of handouts will NOT be available onsite.

## REGISTRATION CATEGORIES

### ASOA Member/Nonmember

Practice administrator or other practice management staff, ASOA consultant and vendor members. Physicians cannot register in this category.

### Industry Representative

Manufacturers and other corporate personnel who do not have exhibit space but wish to attend the Annual Meeting. No solicitation is permitted. This includes attendees who plan on attending the Exhibit Hall only. Physicians may not register in this category.

### Spouse/Partner

Guests 21 years of age and over are required to pay a registration fee. This badge is limited to a spouse, guest, relative, or other individuals accompanying an ASOA attendee. Members, potential members, speakers, or staff will not be considered under the guest registration category. Physicians may not register in this category. Entrance into sessions/courses is not included.



# ASOA PROGRAM SCHEDULE AT A GLANCE

<b>THURSDAY, APRIL 24</b>	<b>6:00 a.m.</b>	<b>7:00 a.m.</b>	<b>8:00 a.m.</b>	<b>9:00 a.m.</b>	<b>10:00 a.m.</b>
Registration					
Business of Interventional Glaucoma**					
<b>FRIDAY, APRIL 25</b>	<b>6:00 a.m.</b>	<b>7:00 a.m.</b>	<b>8:00 a.m.</b>	<b>9:00 a.m.</b>	<b>10:00 a.m.</b>
Registration					
Networking and Engagement Lounge					
Featured Sessions					
Attendee Meet and Greet					
Practice Management Courses					
Exhibit Hall					
Roundtables					
Hot Topics General Session					
Aii = Adoption. Integration. Implementation					
<b>SATURDAY, APRIL 26</b>	<b>6:00 a.m.</b>	<b>7:00 a.m.</b>	<b>8:00 a.m.</b>	<b>9:00 a.m.</b>	<b>10:00 a.m.</b>
Registration					
Exhibit Hall					
Saturday General Session					
Networking and Engagement Lounge					
ASOA Exhibits					
Meet the Speakers and Exhibitors Coffee Break					
Practice Management Courses					
Roundtables					
Happy Hour with Exhibitors					
<b>SUNDAY, APRIL 27</b>	<b>6:00 a.m.</b>	<b>7:00 a.m.</b>	<b>8:00 a.m.</b>	<b>9:00 a.m.</b>	<b>10:00 a.m.</b>
Registration					
Networking and Engagement Lounge					
Practice Management Courses					
Exhibit Hall					
Campfire Sessions					
Roundtables					
<b>MONDAY, APRIL 28</b>	<b>6:00 a.m.</b>	<b>7:00 a.m.</b>	<b>8:00 a.m.</b>	<b>9:00 a.m.</b>	<b>10:00 a.m.</b>
Registration					
Networking and Engagement Lounge					
Practice Management Courses					
Campfire Sessions					

\*Subject to change

\*\*Separate registration fees apply.





11:00 a.m.	12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	7:00 p.m.
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# ASOA GENERAL SESSIONS

## ASOA GENERAL SESSIONS

**FRIDAY, APRIL 25**

1:30-2:30 p.m.

### Hot Topics Panel

Join a panel of experienced administrators to talk about what YOU want to talk about. Topics will be decided by the audience during the session so come prepared with topics suggestions!

4:00-6:00 p.m.

### Aii: Adoption. Integration. Implementation

A comprehensive framework designed to help ophthalmic practices effectively embrace new technologies, processes, and strategies. The Aii program emphasizes creating a **blueprint for success** tailored to each practice's unique needs, focusing on critical stages: **adopting** new products, technologies, systems, and tools, **implementing** them for sustained results, and **integrating** them seamlessly into existing practice workflows.



**SATURDAY, APRIL 26**

8:30-10:00 a.m.

### Employalty: How to Ignite Commitment and Keep Top Talent in the New Age of Work Speaker: Joe Mull

The employee revolution is here. As workers everywhere quit, retire, or change jobs, do you really understand what leads ordinary people to become dedicated employees? In this compelling program, leadership and retention expert Joe Mull dispels the pervasive myths that are hindering hiring (hint: it's not all about money, and it's absolutely false that "no one wants to work") and shares the three factors that determine whether someone will join your organization, stay long term, and commit to doing great work. Participants will leave with a simple yet powerful framework for turning organizations into destination workplaces that meet the needs and values of a changed workforce.

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## ASOA Feature Sessions

This is a selection of sessions curated by the ASOA Annual Meeting Program Committee to address the highest points of interest and needs based on your feedback and the current state of industry. Topics will include a **beginner bootcamp**, an **advanced masterclass on finance**, a session on **practice culture**, and a panel on **customer service** on patient access.

## Business of Interventional Glaucoma

The **Business of Interventional Glaucoma** program provides ophthalmology professionals with the tools and strategies needed to effectively manage and grow interventional glaucoma services. Designed for practice administrators, physicians, and clinic staff, the program focuses on optimizing the integration of advanced glaucoma treatments, such as microinvasive glaucoma surgery (MIGS), into clinical operations. It covers topics like financial planning, coding, patient education, and workflow efficiency, empowering practices to deliver high-quality care while achieving sustainable business success in a rapidly evolving field.\*\*



## Aii = Adoption. Integration. Implementation.

A comprehensive framework designed to help ophthalmic practices effectively embrace new technologies, processes, and strategies. The Aii program emphasizes creating a **blueprint for success** tailored to each practice's unique needs, focusing on critical stages: **adopting** new products, technologies, systems, and tools, **implementing** them for sustained results, and **integrating** them seamlessly into existing practice workflows.

## ASOA Masterclasses

You asked, we answered! These are advanced level practice management courses on **finance**, **negotiations**, **leadership**, and more.



\*\*Separate registration fees apply.

# ASOA PROGRAM PROGRAMMING



## Practice Management Courses

Choose from a range of practice management courses covering a variety of topics that will help advance your professional development in support of advancing your practice. See the full list of practice management courses starting on page 12.

Friday, April 25	11:00 a.m.–3:45 p.m.
Saturday, April 26	11:00 a.m.–5:00 p.m.
Sunday, April 27	8:30 a.m.–5:00 p.m.
Monday, April 28	8:30 a.m.–12:00 p.m.

## ASOA Roundtables

Roundtable discussions will be offered on a diverse set of topics allowing for in-depth and open discussion.

Friday, April 25	2:45–3:45 p.m.
Saturday, April 26	2:45–3:45 p.m.
Sunday, April 27	2:45–3:45 p.m.

## Campfire Sessions

Campfire sessions will feature a moderator who will kick off the session with a short presentation on a specific topic, then will pivot to an organic conversation with the attendees.

Sunday, April 27	9:45–10:45 a.m.
Monday, April 28	9:45–10:45 a.m.





# NETWORKING OPPORTUNITIES

## ASOA NETWORKING AND ENGAGEMENT LOUNGE

Plan your day. Relax with colleagues. Strategize with COEs and consultants. Enjoy light refreshments.

Friday, April 25	8:00 a.m.–4:30 p.m.
Saturday, April 26	9:30 a.m.–6:00 p.m.
Sunday, April 27	8:00 a.m.–4:30 p.m.
Monday, April 28	8:00–11:30 a.m.

Sponsored by  

### FRIDAY, APRIL 25

9:45–11:00 a.m.

#### ASOA Attendee Meet and Greet

First time at the meeting or looking to find a certain person? Join us in the ASOA Networking and Engagement Lounge for coffee and networking.

### SATURDAY, APRIL 26

9:30 a.m.–6:00 p.m.

#### ASOA Exhibits

To provide more one-on-one time with the ASOA meeting attendees, ASOA will be hosting exhibits in the ASOA Networking and Engagement Lounge on Saturday, April 26. Make sure to stop by the ASOA Networking and Engagement Lounge throughout the day to chat with our exhibitors and learn more about the products and services they provide.



10:00–11:00 a.m.

#### Coffee Break with Exhibitors

After the Saturday General Session, stop by the ASOA Networking and Engagement Lounge for a cup of coffee and a chat with the ASOA exhibitors before the Practice Management Courses kick off.

5:00–6:00 p.m.

#### Happy Hour with Exhibitors

Join exhibitors for a drink before heading off to your dinner plans!

# PRACTICE MANAGEMENT COURSES

## BUSINESS OPERATIONS

### Administrative Challenges - Jeopardy Style

*Faculty:* Linda R. Georgian, COE, Kirk Mack, COE, COMT, CPC, CPMA, Gretchen W. Kimble, JD, COE, Ben Seals, MBA

### Best Practices to Onboard New Providers

*Faculty:* Elizabeth Monroe, MA, CPSS, PHR, COE, Andrew T. Maller, MBA, COE, Christine M. Cojulun-Barot

### Breaking Down Retina Flow in 2025

*Faculty:* Ashley Herrera, COE

### Creating a Competitive Advantage with Digital Transformation in Ophthalmology Practices

*Faculty:* Cornelia Vremes, MBA, EdD

### Creating a No-Surprise Cash Flow

*Faculty:* Josh McCaherty, MBA, COE

### Empowering Your People with AI: Practical Tools for Ophthalmology

*Faculty:* Lawson A. Boothe, MBA, Guido Piquet, MBA, COE



### Eye of the Storm: Managing a Successful Practice Move

*Faculty:* Opal Woodke, MPH, OCS, Jennifer M. Laing, OCS

#### FEATURED SESSION

### Financial Statements 101: A Guide to Understanding Practice Finance and Accounting

*Faculty:* Andrew T. Maller, MBA, COE

#### MASTERCLASS

### Future Innovations and Technology in Eyecare

*Faculty:* Ben Seals, MBA

### Hands-on Exploration - AI Agents and Their Futures Uses in Business of Ophthalmology

*Faculty:* Ben Seals, MBA, Lawson A. Boothe, MBA

### How to Eliminate Flow Issues and Increase Patient Volume in the Space You Have!

*Faculty:* Larry R. Brooks

### Interpreting Financial Statements to Successfully Manage Your Business

*Faculty:* Dixon Davis, MBA, MHSA, CMPE

### Key Aspects of ASC Design and Compliance

*Faculty:* Jared VanderWeele, MA, Todd Albertz, CASC

### Managing Retina in a Multi-Specialty Practice

*Faculty:* Tom M. Corcoran, CMOM, Claire Merry Murphy, OCS, Carly A. Atikian, COA

### Mastering Retina Billing and Revenue Cycle Management

*Faculty:* Elizabeth Monroe, MA, CPSS, PHR, COE, Laurie K. Brown, MBA, COMT, COE, CPMA, Cory Johnson, BSN, MSN



## Olympic Hurdles: Clearing the Obstacles to Practice Performance and Success

*Faculty:* Carrie Jacobs, COE, Mary Pat Johnson, COMT, COE, CPC, CPMA, Patti Barkey, COE, Janna Mullaney, COE, FASOA, Candace S. Simerson, COE, FASOA

## Reducing Practice Risk with Proper Financial Controls

*Faculty:* Ashlie LB Malone, JD, MBA, COE, Isabelle Bibet-Kalinyak, JD

## Ten Easy Steps to Set Up Your First In-House Optical Dispensary

*Faculty:* Aron Arkon, LDO

## The 5th S: Surgery

*Faculty:* Jane T. Shuman, MS, COT, COE, OSC

## The Balanced Scorecard: Elevate Your Practice with a Comprehensive Performance Framework

*Faculty:* Cornelia Vremes, MBA, EdD, Carrie Jacobs, COE

## There's No Such Thing as the Perfect Schedule

*Faculty:* Jane T. Shuman, MS, COT, COE, OSC

## We Won't Be Denied! Developing a Program to Meet the Challenges of Intravitreal Drug Reimbursements

*Faculty:* Donna M. Vierheller, COE

## CODING & BILLING

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### Best Practices for Navigating Co-Management

*Faculty:* Bansari Mehta, MHA, Mary Pat Johnson, COMT, COE, CPC, CPMA



### FEATURED SESSION

## Coding, Documentation, and Compliance Fundamentals

*Faculty:* Kirk Mack, COE, COMT, CPC, CPMA

## Documentation and Billing for Ophthalmic Diagnostic Testing

*Faculty:* Mary Pat Johnson, COMT, COE, CPC, CPMA

## Lessons Learned From Chart Audits

*Faculty:* Mary Pat Johnson, COMT, COE, CPC, CPMA

## Let's Play Documentation Trivia!

*Faculty:* Laurie K. Brown, MBA, COMT, COE, CPMA

## Retina Coding

*Faculty:* Kirk Mack, COE, COMT, CPC, CPMA

## Seeing Clearly Together: Best Practices in Ophthalmology Co-Management - Ethical and Legal Considerations

*Faculty:* Isabelle Bibet-Kalinyak, JD

# PRACTICE MANAGEMENT COURSES

## Tips (and Tricks) for RCM Success

*Faculty:* Linda R. Georgian, COE, Haylee Olson, MBA, Kirk Mack, COE, COMT, CPC, CPMA

## HUMAN RESOURCES

### Beyond Patient Satisfaction: The Power of Employee Engagement

*Faculty:* Shaniqua R. Oliver, MBA, COE

FEATURED SESSION

### But Did You Document It?

*Faculty:* Kati C. Read, COT, COE

### Gen A to Z: Leveraging the Strengths of a Multigenerational Workforce

*Faculty:* Myra Cherchio, COMT, COE, Megan Odell, MS

### Implementing a New Attendance Policy: The Carrot is Easy - It's the Stick that's Hard!

*Faculty:* Kena C. Burke, MPPGA

### New to Ophthalmology? We've Got You Covered ... Or Do We?

*Faculty:* Shaniqua R. Oliver, MBA, COE

### Visionary Leadership: Mentoring the Next Generation in Ophthalmology

*Faculty:* Thomas Brown, JD, COE, Dixie Brown, BSc

### WHO Are You Hiring?

*Faculty:* Megan Odell, MS, Lawson A. Boothe, MBA

## LEADERSHIP & STRATEGIC MANAGEMENT

FEATURED SESSION

MASTERCLASS

### Aligning Financial Acumen to Strategic Leadership in Complex Organizations

*Faculty:* Dixon Davis, MBA, MHSA, CMPE

### Building an Independent Practice for the Future at Any Age - Options Beyond Private Equity

*Faculty:* Isabelle Bibet-Kalinyak, JD, MBA, Ben Seals, MBA, Rajesh U. Kothari, MBA

### Building Powerful Partnerships: How Strong Administrator-Physician Relationships Drive Practice Success

*Faculty:* Myra Cherchio, COMT, COE, Kasey L. Gantz, Jason Gorscak, MD, Taylor B. Strange, DO

### Buying and Selling Equity in ASCs 2025

*Faculty:* Isabelle Bibet-Kalinyak, JD, MBA, Rajesh U. Kothari, MBA, Ben Seals, MBA, Collin Hart, MBA

### Coaching Tools for Leaders

*Faculty:* Savory Turman, MSc, COMT, COE, OCS, Laura Baldwin, RN



## Cultivating Leadership and Culture: A Path to Excellence in Ophthalmology

*Faculty:* Ben Seals, MBA

### FEATURED SESSION

## Customer Service and Patient Access

*Faculty:* Ashley Tibbits

## Data-Driven Decision Making

*Faculty:* Josh McCaherty, MBA, COE

## Developing Wage Ranges for Staff Development, Retention, and Business Planning

*Faculty:* Jana Gilbert, Connie StClair, COE

## Empower Positive Productivity

*Faculty:* Brenea Facchini, BSc, COMT, CPC, OSC, Rachel K. Rojas, COE, COT, and Victoria Elkins, MBA, COE, COT

## Ensuring Continuity: Succession Planning for Ophthalmic Leadership - Looking Back Over a Year, What We Got Right and Wrong!

*Faculty:* Thomas Brown, JD, COE, Sarah H. Alyas, JD

## Evolving from Manager to Strategic Leader: Guiding Your Leadership Transformation

*Faculty:* Carrie Jacobs, COE, Elizabeth Monroe, MA, CPSS, PHR, COE

## Finding Extra Hours: A Practice Administrator's Daily Adventure

*Faculty:* Bansari Mehta, MHA, Laura Baldwin, RN

## Home Run Leadership: Matching Leadership/Energy Styles to Your Team's Needs

*Faculty:* Rhonda Kames, COA, Hayley G. Boling, MBA, COE, Beatrice Phillips, CPSS



## How to Get Your Employees to Do What You Ask

*Faculty:* Rod I. Solar

## If I Could Turn Back Time: Lessons Learned by Failing Forward

*Faculty:* Melissa K. Ciccarelli, BSc, OCS, Megan Odell, MS

## Impostor Syndrome: A Coach's Take

*Faculty:* Savory Turman, MSc, COMT, COE, OCS

## Know Your Optical's Competition and How to Differentiate Yourself

*Faculty:* Amanda Louzon, LDO, ABOC, NCLEC

### MASTERCLASS

## Leadership Skills to Effectively Manage Governance Issues in a Medical Practice

*Faculty:* Dixon Davis, MBA, MHSA, CMPE



# PRACTICE MANAGEMENT COURSES



## Leading With the Heart and Wisdom of Ted Lasso

*Faculty:* Megan Odell, MS, Hayley G. Boling, MBA, COE

MASTERCLASS

## Negotiations Skills for Physicians & Ophthalmic Practice Leaders

*Faculty:* Isabelle Bibet-Kalinyak, JD, MBA, Ben Seals, MBA, Rajesh U. Kothari, MBA

MASTERCLASS

## Path to Becoming an Effective Leader

*Faculty:* Candace Simerson, Carrie Jacobs, Janna Mullaney, Tony Lenhart, Albert Castillo

FEATURED SESSION

## Practice Culture

*Faculty:* Hayley Boling, MBA, COE

## Private Equity/Consolidation – Is it Changing Eyecare and How is it Impacting Eyecare Stakeholders?

*Faculty:* Philip W. Isham, COE, OCS, J. Matthew Owens, JD, Daniel D. Chambers, MBA, FASOA, COE

## Private Equity in Ophthalmology – Where Does it Go From Here?

*Faculty:* J. Matthew Owens, JD

## Somewhere Over the Rainbow: Coloring Your Awareness, Creating Connection

*Faculty:* Laura Baldwin, RN, Martin Ramirez, Jr.

## The First Impression Matters: Onboarding Patient Experience Training

*Faculty:* Amanda Turner, OCS, COE, Myra Lopez-Evans, COA, CPSS, Stephanie Collins, MBA, COA

## Transforming Patient Experiences Through Continuous Improvement

*Faculty:* Myra Lopez-Evans, COA, CPSS, Stephanie Collins, MBA, COA, Amanda Turner, OCS, COE

## What Chick-fil-A Can Teach Us About Customer Experience and Leadership

*Faculty:* Vickie L. Corby, COE, Denise Waldron, COE

## Why Are Your Shorts Taking So Long?

*Faculty:* Brenea Facchini, BSc, COMT, CPC, OSC, Jane T. Shuman, MS, COT, COE, OSC

## MARKETING AND BUSINESS DEVELOPMENT

### From Awkward to Impactful: Making the “Financial Conversation” a Key to Patient Success

*Faculty:* Michael C. King, BM BCh, Troy S. Cole, BA, Dallas Logan, MBA

### Innovative Approaches for Implementing Educational Events

*Faculty:* Deborah A. Davis, COE

## Marketing Your Practice Without an Elon Musk Size Budget

*Faculty:* Amanda Robben, COE

## ODs Not Referring to Your Practice? No Worries. Increased Cataract Revenue is Only 4 Steps Away. Here's Your Plan!

*Faculty:* Michael W. Malley

## Optimizing Lead Conversion for Refractive Clinics in 2025

*Faculty:* Carol-Anne Poursaied, COA, Michael J. Dobkowski, MBA, Dan Haddad, Troy S. Cole

## Patient Engagement Across Generations: Baby Boomers to Gen Z

*Faculty:* Robin Ntoh, BSc

## The Premium Lens Procedure Growth Playbook: Secrets of the Nation's Busiest Practices

*Faculty:* Michael C. King, BM, BCh, Shareef Mahdavi

## Thrive Like Disney Even in a Tough Economic Environment

*Faculty:* Jean A. Moody, Dianne M. Callahan

## RISK MANAGEMENT & COMPLIANCE

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### A Cyberattack? It Couldn't Happen to Us! (Well ... It Did, and Here's What We've Learned)

*Faculty:* Bill James, MHA, COE

### Compliance and Reimbursement Headaches with Cataract Surgery

*Faculty:* John McInnes, MD, JD, Allison Shuren, MSN, JD



## Establishing Core Pillars—and Debunking Myths—Around Co-Management Compliance

*Faculty:* Allison Shuren, MSN, JD, Sean Hanlon, Frederick Flessner, MBA, BSc, COE

## Mitigating Risk: Effective Strategies for Handling Upset Patients

*Faculty:* Ryan Schumacher, MBA

## The Changing Landscape of Record Requests and Audits

*Faculty:* William T. Koch, COA, COE, CPC

### FEATURED SESSION

## Top Compliance Issues in Your Practice: How to Address Them

*Faculty:* Jolynn D. Cook, RN, COE, Laurie K. Brown, MBA, COMT, COE, CPMA

## Unraveling False Claims Act Investigations: Could My Practice Be Under Investigation?

*Faculty:* Allison Shuren, MSN, JD, Loreli Wright, MHA, JD



# TECHNICIANS & NURSES PROGRAM

*Sponsored by the International Joint Commission on Allied Health Personnel in Ophthalmology (IJCAHPO)*





# TECHNICIANS & NURSES PROGRAM

# GENERAL INFORMATION

The International Joint Commission on Allied Health Personnel in Ophthalmology (IJCAHPO) is pleased to sponsor the Technicians & Nurses Program, April 25–27. IJCAHPO is the international certifying agency for allied ophthalmic personnel. Certification is available at three levels, assistant, technician, and medical technologist, along with subspecialty certifications available for surgical assisting, ultrasound biometrist, diagnostic sonographer, scribe certification, and corporate assistant.

IJCAHPO will also offer the COA Certification Exam Prep Course on Friday, April 25. Registration for the main Technicians & Nurses Program is separate from the Certification Exam Prep Course. Attendees must register and pay a fee separate and independent of the main program. Please contact IJCAHPO for registration and details for these optional programs.

For the Technician & Nurses Program, attendees do not register for each course independently. They can choose to attend individual courses from either of the two sessions each day. There are no individual tickets sold for courses; your badge allows access to any of the courses in this two-track program.

A joint registration category will be available for those interested in attending both the ASOA and Technicians & Nurses Programs. Crossover between the ASOA and Technicians & Nurses Programs will be permitted to those

registered in the joint registration category only. Those registered solely for either the ASOA or Technicians & Nurses Program will not be allowed to cross over. All registrants in either category are welcome to attend the ASCRS Program.

A link to available handouts for the Technicians & Nurses Program will be provided to registrants by IJCAHPO.

Further information regarding the Technicians & Nurses Program, registration for the Certification Exam Prep Courses, and IJCAHPO certification is available by calling IJCAHPO at 800-284-3937 or by visiting [jcahpo.org](http://jcahpo.org).

## Continuing Education Credit

All courses in the Technicians & Nurses Program have been approved for IJCAHPO credits. Select courses are approved for CA BRN credit. A maximum of 15 IJCAHPO credits are available for this in-person program.

## Claim IJCAHPO Credits

For the Technicians & Nurses Program, evaluations will be distributed at the beginning of each day and collected at the conclusion of each day. International Joint Commission on Allied Health Personnel in Ophthalmology/California Board of Registered Nursing (IJCAHPO/CA BRN) credits will be processed and claimed directly through IJCAHPO.

The Technicians & Nurses Program has been approved for credit by IJCAHPO and is CA BRN approved for select courses. A maximum of 15 IJCAHPO credits are available for this program.

IJCAHPO is an approved provider by the California Board of Registered Nursing, Provider #13516, for Contact Hours.

All attendees seeking IJCAHPO/CA BRN credits must be registered for the Technicians & Nurses Program or the joint ASOA/Technicians & Nurses Program. Attendees registered as exhibitors or guests may not claim education credits for this program.

This program is sponsored by IJCAHPO.



TECHNICIANS & NURSES PROGRAM

# SCHEDULE AT A GLANCE

<b>FRIDAY, APRIL 25</b>	<b>7:00 a.m.</b>	<b>8:00 a.m.</b>	<b>9:00 a.m.</b>	<b>10:00 a.m.</b>	<b>11:00 a.m.</b>
Registration					
Technicians & Nurses Courses					
COA Certification Exam Prep Course					
Exhibit Hall					
<b>SATURDAY, APRIL 26</b>	<b>7:00 a.m.</b>	<b>8:00 a.m.</b>	<b>9:00 a.m.</b>	<b>10:00 a.m.</b>	<b>11:00 a.m.</b>
Registration					
Technicians & Nurses Courses					
Exhibit Hall					
<b>SUNDAY, APRIL 27</b>	<b>7:00 a.m.</b>	<b>8:00 a.m.</b>	<b>9:00 a.m.</b>	<b>10:00 a.m.</b>	<b>11:00 a.m.</b>
Registration					
Technicians & Nurses Courses					
Exhibit Hall					



12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.
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12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.
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12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.
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# TECHNICIANS & NURSES PROGRAM COURSES

## Anterior Segment Imaging

*Faculty: Syril Dorairaj, MD, Yazan Abubaker, MD*

## Refractive Cataract Surgery: Meet Patient Expectations with Advanced Biometry

*Faculty: Robin Vann, MD*

## Crosslinking for Ectasia

*Faculty: Derek DelMonte, MD, Karl Stonecipher, MD*

## CTAK for Keratoconus

*Faculty: Peter Hersh, MD, FACS*

## Front Office Super Staff

*Faculty: Christine McDonald, COE, COA*

## Fuchs Dystrophy

*Faculty: Keith Baratz, MD*

## Glaucoma Diagnostics of the Future—Genetics, DARC, and Beyond

*Faculty: Inas Aboobakar, MD*

## In-Office Ophthalmic Surgery: Is This an Option for Your Practice?

*Faculty: Derek DelMonte, MD*

## Intraocular Lenses in 2025

*Faculty: Andrew Kao, MD*

## Iris Repair

*Faculty: Brandon Ayres, MD*

## Lumps, Bumps, and Bruises

*Faculty: Sumitra Khandelwal, MD*

## Ophthalmic Exam Skills: What, Why and How

*Faculty: Christine McDonald, COE, COA*

## Scribing

*Faculty: Sara Esau, COA, CPSS*

## Sterile Processing: Best Practices in the Care and Handling of Ophthalmic Instruments

*Faculty: Lori Pacheco, RN, CRNO*

## Surgical Assisting

*Faculty: Katie Sigg, COT, OSA*

## Surgical Management of Astigmatism

*Faculty: Jonathan Rubenstein, MD*

## Technician's Role in Corneal Crosslinking

*Faculty: Amanda Cox, COA*

## The ICL and Phakic IOLs for High Myopia

*Faculty: David Hardten, MD, FACS*

## Update on Retinal Imaging in Ophthalmology in 2025

*Faculty: Dirk-Uwe Bartsch, PhD*

## What's New in 2025

*Faculty: Mary Pat Johnson, COMT, COE*

## TBD

*Faculty: Laurie Brown, MBA, COMT*

*Additional courses will be announced.*



# TECHNICIANS & NURSES PROGRAM OPTIONAL PROGRAMS

**FRIDAY, APRIL 25**

**8:00 a.m.-12:00 p.m.**

## **COA Certification Exam Prep Course**

*Additional registration/fees apply*

This course is designed to prepare the attendee for the IJCAHPO COA multiple-choice certification exam. This prep course will provide a general review of all content areas covered in the COA certification examination.

**Registration:** Contact the IJCAHPO office at 800-284-3937 for information.



# EDUCATION CREDITS

## ASOA Continuing Education Credits

### EDUCATIONAL OBJECTIVES

At the conclusion of the program, ASOA Annual Meeting attendees will be able to:

- Discuss various aspects of business operations and integrate adjustments to practices as necessary.
- Describe and implement adjustments to policies and procedures related to human resources management.
- Assess leadership qualities and practices and apply concepts.
- Evaluate current practice marketing campaigns and efforts and recommend improvements where possible.
- Summarize the latest compliance and coding updates.

## Continuing Education Credit

ASOA designates this activity for a maximum of 20.75 COE credits. Attendees should claim only the credit commensurate with the extent of their participation in the activity.

## Certified Ophthalmic Executive (COE)

**Attendees:** The ASOA Annual Meeting qualifies for COE Category A credits. All attendees seeking COE credits MUST be registered for the ASOA Program or the Joint ASOA/Technicians & Nurses Program.

**Speakers:** ASOA designates this activity for a maximum of 19.75 COE Category C credits.

Attendees registered as exhibitors and guests may not claim education credits for this program.





 **ASCRS**  
**ANNUAL MEETING**  
APRIL 25–28, 2025 | LOS ANGELES, CA

# **ASCRS** **EXHIBIT HALL**

Visit the world-class **ASCRS Exhibit Hall**, featuring products and services from more than 200 companies. The Exhibit Hall will be located in the South Hall of the Los Angeles Convention Center.

## FEATURING:

The **ASCRS Tap Room** will return as a popular gathering spot for networking, socializing, and non-CME learning opportunities.

Join us for **complimentary box lunches** in the Exhibit Hall on Friday, April 25, from 12:00–1:30 p.m., and Saturday, April 26 and Sunday, April 27, from 11:30 a.m.–1:00 p.m. Grab a bite while networking with industry and colleagues.

Feed your mind, body, and soul with daily activities at the **Wellness Lounge** located in the back of the Exhibit Hall. More details to come!

Visit the **Headshot Lounge** to receive your complimentary headshot by a professional photographer.



## HOURS

**Friday, April 25**  
12:00 p.m.–5:00 p.m.

**Saturday, April 26**  
9:00 a.m.–5:00 p.m.

**Sunday, April 27**  
9:00 a.m.–5:00 p.m.



# ASCRS EXHIBIT HALL



# EXHIBITOR LISTING

AbbVie

AdvancedMD

**AkknaTek GmbH** NEW

Alcon

AllyGPO | BioCareSD

American Academy of Ophthalmology

American Vision Partners

Amgen

Anetic Aid USA

**ANI Pharmaceuticals** NEW

Anodyne Surgical

APPASAMY ASSOCIATES PRIVATE LIMITED

**ASILOMED PRIVATE LIMITED** NEW

AST Products Inc.

Astellas Pharma Inc.

Aurolab

Aurora Surgical LLC

Bausch + Lomb

BELL OPHTHALMIC TECHNOLOGY

Beyeonics Vision

Bioniko

BioTissue

BlephEx

**Boost Patients** NEW

**Braille Institute of America** NEW

Brazilian Association of Cataract and Refractive Surgery

Brightstar Therapeutics

BRILL

Bryn Mawr Communications

BVI

Cal Tray

Cambrian Medical Inc.

CareCredit

Carl Zeiss Meditec USA Inc.

Cassini Technologies

Cellview Imaging

Centricity Vision Inc.

CHONA SURGICAL CO.

CIMA Technology Inc.

Clearwave Corporation

Codex IT

CoFi

Comprehensive EyeCare Partners

Compulink Healthcare Solutions

Conexiant (formerly known as PentaVision)

CorneaGen

CorNeat Vision

Corza Medical

Crestpoint Management Ltd.

CSO srl

Custom Surgical Consultants LLC

Dedicated IT

DGH Technology Inc.

Diamatrix Ltd.



# ASCRS EXHIBIT HALL

# EXHIBITOR LISTING

DoctorConnect.net

Dompé US Inc.

Dry Eye Guys

DSM PRODUCTS LLC

Eckert Wordell

EHNOTE

Encoda

Epsilon USA

ESCRS

EXCELLENT HI-CARE PVT LTD

EXCEL OPTICS LIMITED

EYE DESIGNS LLC

EyeCare Partners

**Eyedeal** NEW

EyeKon Medical Inc.

Eyemax

EyeMD EMR Healthcare Systems Inc.

eyeMobil Innovations

EYEOL UK LIMITED

EyeProGPO LLC

EyeSouth Partners

Fast Track Marketing

Glacial Multimedia

Glaukos

Graham-Field

Haag-Streit USA

Harrow

Healio

Heidelberg Engineering

HEINE

HelpMeSee

Hilco Vision: Bruder Healthcare | M&S Technologies

Huaian Frimen Co. Ltd

**Iantrek Inc.** NEW

iCare

idocsocial

ImprimisRx

Innovia Medical

iOR Partners

i-PRO Americas

Iridex

Jaggi Surgicals

Johnson & Johnson Vision

Keeler USA

Kirwan Surgical Products LLC

KONAN MEDICAL USA INC.

Lacravera

Leica Microsystems

Leiters Health

LENSAR

Lenstec Inc.

LENZ Therapeutics

Lighthouse For Christ Mission

Liine

Lions World Vision Institute

**LQpay** NEW

Lumenis

Lumibird Medical (Ellex and Quantel Medical)

Mallinckrodt Pharmaceuticals

Marasco & Associates – Health Care Architects

Marco Lombart

Market Scope LLC

Mastel Surgical

MDprospects

Media MICE

Medicus IT

MED-LOGICS INC.

Micro Medical Devices Inc.

MicroSurgical Technology

**MMAS CPA PC** NEW

Modern Design Architects

Modernizing Medicine Inc.

**Modsel** NEW

MORIA

**MSA & SMR Ophthalmic Corp** NEW

Nanodropper

**Navigate Patient Solutions** NEW

New World Medical

Nextech

NextGen Healthcare

NextPatient

NIDEK

Nordic Pharma Inc.

Nova Eye Medical

Oasis Medical Inc.

Occutech Co. Ltd.

Ocular Instruments Inc.

Ocular Therapeutix

OCULUS Inc./OCULUS Surgical Inc.

OcuSci Inc.

OCuSOFT Inc.

Oertli Instrumente AG

Ophtec USA

Ophthalmic Mutual Insurance Company (OMIC)

Ophthalmology Dispensing Services

Optical Development Consulting

OptiCall Inc.

Optos

**Orasis Pharmaceuticals Inc.** NEW

OSRX Inc.

Peschke

Phreesia

PinPoint Optics

Practice Flow Solutions

Prescott's Inc.

Prism Vision Group

Promptly Patient Experience Suite

Rayner

# ASCRS EXHIBIT HALL

# EXHIBITOR LISTING

Reichert/AMETEK

RET Inc.

Review of Ophthalmology

Revival Health LLC

RUMEX International Company

RxSight

Satisfied Patient

SCHWIND eye-tech-solutions GmbH

SHAMSI SURGICAL

Shanghai New Eyes Medical Inc.

Sight Sciences

Sightpath Medical

Sightview Software

Sihong Ophsurin Co. Ltd

**Soniquence** NEW

Sonomed Escalon

Sophrona Solutions Inc.

Speedway Solutions Inc.

STAAR Surgical

Sterilizer Autoclave Solutions

**Studio 3 Marketing** NEW

Sun Ophthalmics

Surgi Edge

Surgimate LLC

Tacit Scribes

Tarsus Pharmaceuticals Inc.

The Eye Group

The Saffron Solution

Thea Pharma Inc.

Tomey Corporation

Topcon Healthcare

Tracey Technologies

UFSK-International OSYS GmbH

USIOL/Stephens Instruments

VEO Ophthalmics

Versea Ophthalmics

Viatrix Inc.

**ViewPoint Co-Management** NEW

Virtual Field

Virtual Vision Health

VisionGift

Vision Share

Visionix

Vital Interaction Inc.

Vital Tears

Vmax Vision

VMG Health (formerly BSM Consulting)

Volk Optical

**WaveRFID** NEW

WEAVE

WINFAME USA INC.

**YourGa Inc.** NEW

Ziemer Ophthalmics

*\*Listing as of 1/10/2025*



# HOTEL AND TRAVEL INFORMATION

## Hotel Reservations

Through our official housing partner, onPeak, we provide reduced hotel rates during the 2025 ASCRS Annual Meeting. To obtain the ASCRS discounted rates at your preferred hotel, we strongly encourage you to make your reservations as soon as possible. Reservations are on a first-come, first-served basis, and hotels with lower rates will sell out quickly.

Reservations can be made through onPeak, and more information can be found at [annualmeeting.ascrs.org/plan-your-trip/hotel](https://annualmeeting.ascrs.org/plan-your-trip/hotel).

If you need additional assistance or want to make your reservations over the phone, agents can be reached at 800-370-8282 (toll free) or 312-527-7300 (local/international).

Notice: Beware of unauthorized hotels and poachers. The one and only official hotel provider for the ASCRS Annual Meeting is onPeak.

Be careful providing your financial information to any other company claiming to be affiliated with ASCRS. Avoid poachers by booking your hotel at [annualmeeting.ascrs.org/plan-your-trip/hotel](https://annualmeeting.ascrs.org/plan-your-trip/hotel).

## Why Book Through onPeak?



ASCRS negotiates special rates with the most convenient hotels and recognizes that attendees have many options in a variety of rate ranges when making hotel decisions. Please take a few minutes to understand the importance of selecting an official ASCRS hotel.

- ASCRS hotel contracts protect you. Booking within the ASCRS hotel block gives us the opportunity, if the need does arise, to assist you with any hotel problem you may experience while at the meeting. When you choose other hotels or book through a third-party site, we have no way to help rectify a problem or inconvenience that you may encounter.

- There are networking opportunities. Many ASCRS attendees will spend time in the hotel lobby, hotel restaurants, and hotel bars, which allows for more convenient meetings as well as opportunities for chance encounters with colleagues you may not have met otherwise. Should you have any questions, onPeak staff is available to help you by phone at 800-370-8282 or 312-527-7300.

## Hotel Acknowledgments

Confirmations will be emailed within 72 hours of receiving your reservation request.

## Guarantees and Cancellations

No charges are incurred at the time of booking; however, a payment guarantee in the amount of one night's stay at the confirmed hotel plus current tax of up to 16%\* is required to hold your reservation. The hotel will charge payment to the credit card provided at check-in. Please refer to your confirmation for full details on guarantees and cancellation deadlines, which may vary by hotel.

\*City and local tax rates are subject to change.

## Suites

Attendees can request information on sleeping suite availability by contacting onPeak. Requests for suites for purposes other than sleeping must go through the ASCRS office. Contact the Exhibits Team at [Exhibits@ascrs.org](mailto:Exhibits@ascrs.org).

## Travel

ASCRS has more details and travel information for getting to and from the meeting available at [annualmeeting.ascrs.org/plan-your-trip/travel](https://annualmeeting.ascrs.org/plan-your-trip/travel).

## Visa Information

For information on visa procedures, visit [annualmeeting.ascrs.org/plan-your-trip/international-attendees](https://annualmeeting.ascrs.org/plan-your-trip/international-attendees).

**ASCRS | ASOA**  
**ANNUAL MEETING**  
APRIL 25-28, 2025 | LOS ANGELES, CA

12587 Fair Lakes Circle, Suite 348 | Fairfax, VA 22033