

## **A.B.O. Courses**

### **Laurie Pierce, ABOM**



Laurie Pierce, ABOM, is an instructor of ophthalmic dispensing at Hillsborough Community College in Tampa, Florida. She is licensed as an Optician and Contact Lens Technician in Florida and Massachusetts, is certified by the American Board of Opticianry and the National Contact Lens Examiners. Ms. O'Keefe-Pierce is also a graduate of the OAA's 100-hour course in Refractometry. She is a member of the Professional Opticians of Florida, and serves in the position of Liaison to Opticianry Education, as well as a member and past president of the Opticians Association of Massachusetts. Other professional affiliations include the OAA, NAO, and NFOS. Laurie is the former Program Director of the Opticianry Program at Holyoke Community College.

**Ms. Pierce is sponsored by a grant from:**



#### **Expanding the Freeform Family**

8:00 - 9:00

*1 Credit*

This course will begin with an overview of lens design concepts, past and present. Attendees will be presented with various design concepts including hard/soft, mono/multi and symmetric/asymmetric. We will look at various lens parameters using topography charts and analyze the quality of design using criteria such as amount of excessive cylinder at various points of the lens. Additionally, Free Form technology will be discussed outlining the many advantages in achieving optimum visual acuity at all angles of view. The presenter will identify and explain new processes of manufacture, including "Point File" systems that aid in the improvement of visual performance in a lens. This new paradigm of lens processing will detail the improvement of optics, resulting in the best possible solution of recreating perfect vision. Helpful hints in fitting and dispensing Free-Form Progressive Addition Lenses will round out the session.

#### **Anatomy of a Successful Optical Business**

9:00 - 10:00

*1 Credit*

There are many aspects to operating a successful optical business. The most important, customer service, is an ingredient to success that should not be overlooked. As optical professionals, we need to keep up with business trends as well as optical trends if we expect to grow our business. This session will outline a model of a successful optical business, detailing specific proven strategies that made the business stand out from the rest. Helpful tips in customer service, telephone triage, follow up and extra steps for excellence will round out the course.

## **Understanding the Relationship between the Refractionist & the Patient's Rx**

10:10 -11:10

### *1 Credit*

This course will begin with an overview of the objective refraction (retinoscopy) and relate this to neutralization of an Rx. We will consider the eye's optical system and review vergence and how it relates to the retinoscopic reflex and with/against motion. Topics will include neutralizing the meridians of the eye, ways to control accommodation during the refraction sequence, sphere, cylinder and axis refinement, binocular balancing and duochrome. We will related these concepts to well known optical theories, in an effort to better understand the relationship between the refraction and the patient's Rx.

## **Today's Occupational Lenses**

11:10 - 12:10

### *1 Credit*

This course will inform the attendees of the concept, challenges, and the optimum management of Computer Vision Syndrome. As a result of taking this course, the student should be able to: understand current research and development in the area of occupational lenses; comprehend considerations in design and production of specialty lenses; define optical characters: width of reading zone and length of corridor; define Computer Vision Syndrome; compare various types of occupational lenses; demonstrate exceptional fitting techniques based on the Rx and use.

## **Latest and Greatest: Frame Designs and Technologies**

1:30 - 2:30

### *1 Credit*

There is a growing awareness that business strategies used in the fashion industry can carry over into the ophthalmic market. Optical businesses with fashion savvy are gaining momentum in the optical dispensing arena. Ophthalmic frames have finally been recognized by the fashion world, presenting added opportunities for multiple sales and business growth. During this course we will discuss growing fashion trends, and how to translate fashion patterns into optical trends. Fashion concepts such as the Fashion Pyramid will be presented to gain insight into what makes consumers purchase fashion items

## **My Top Ten Dispensing Tips**

2:30 - 3:30

### *1 Credit*

Opticianry is an art and a science, melded together with business and fashion. As we move forward with advances in technologies and fashions, it is crucial that we remember optical principles and how the new technologies affect how we dispense. This course will begin with optical tips to save time while troubleshooting an optical problem. Topics include troubleshooting PALs, managing the Anisometropic Presbyope, identifying Latent Hyperopia, and compensation due to vertex shift. We will round out the session with optical case studies, and tips for communication

## **Checklist for Avoiding Rechecks and Redos**

3:30 - 4:30

### *1 Credit*

There is nothing more frustrating (and expensive!) than when a patient is scheduled to see the doctor for a recheck when the problem was in the eyeglasses needing a specific adjustment. A typical scenario is a patient who complains that she can see in the distance and in the near of her new progressives, but has difficulty seeing at intermediate range. Because the assistant identified a visual complaint (poor intermediate vision), it is tempting to automatically book the patient for a recheck with the doctor. The result is wasted chair time (a luxury most practices cannot afford) when the solution could have been handled by the optician. We will look at some "case studies" where optical problems are hidden in the prescription, and it is up to us to find solutions BEFORE we order the lenses or book for a refraction recheck.