

AGENDA

Thursday, April 4, 2024

9:00 am - 5:00 pm

Hotel Lobby

Registration/Check-In

10:00 am – 1:00 pm

Canandaigua

NYSOA Board of Directors Meeting

1:00 pm – 2:00 pm

Hemlock

Lunch

Board, Local Society Presidents, and Committee Chairs ONLY



Sponsored by: Dompe

2:00 pm – 3:30 pm

Honeoye / Canandaigua

Committee Chairs/President Council Meetings

3:30 pm – 5:00 pm

Hemlock

House of Delegates

Friday, April 5, 2024

7:00 am - 6:00 pm

Hotel Lobby

Registration

8:00 am - 8:50 am

CC Lobby

Breakfast

9:00 am - 11:30 am

Conference Center



Lecturer: Raman Bhakhri, OD, FAAO

Course: Should it stay or should it go? A review of optometric urgencies and emergencies

Description: This course reviews common and uncommon ocular urgencies and emergencies that could be encountered by optometrists. Through a case format, clinical findings, laboratory testing, management options, and possible referral timelines will be reviewed.

12:00 pm - 3:00 pm

Palm Court / CC Lobby

Lunch and Exhibit Hall

3:00 pm - 5:00 pm

Workshops

Hemlock/Cayuga



Lecturer: Jerry Robben, OD

Course: The Real World Approach to Amniotic Membranes

Description: Amniotic membranes are an interesting expansive treatment option for many Dry Eye and Ocular Surface Disease patients across all scopes of eyecare. As our understanding of amniotic membranes expands, we find their uses become more exciting. This course will provide education on different types of amniotic membranes and their applications in primary eye care setting to specialty clinics. We will cover understanding of how amniotic membranes work, patient types that would benefit from their use and review best practices for success. We will include billing and coding tips and offer example cases and scenarios from diagnosis to placement to follow up and possible repeated treatments.

Following the course we will offer a hands on workshop to apply the knowledge provided in the course and ensure confidence in amniotic membrane use focusing on the PECAA K-Disc.

Honeoye

Young OD Financial Workshop

Practice Ownership, is it right for you?

Lecturer: Andrew Ramsdell

Description: We will discuss different ownership options, the current state of affairs, practice values, practice metrics, financing options, how to build an advisory team, is ownership right for you, is the time right....and More!



Sponsored by: TD Bank

Canandaigua



Lecturers: Marc Deeley, OD, FAAO, FSLs and Emily Gottschalk, OD, FAAO

Course: Basics and Beyond: Optimizing Scleral Lens Fitting with and without Anterior Segment OCT.

Description: Teach the audience how to start fitting scleral lenses and show ways to trouble shoot using slit lamp and AS-OCT.



Sponsored By: Bausch & Lomb Vision Care

5:00 pm - 7:00 pm

*Conference Center / Palm Court
/ CC Lobby*

Exhibit Hall Social & Welcome Reception



CooperVision®

Sponsored By: CooperVision

Saturday, April 6, 2024

7:00 am - 8:00 am

Hotel Lobby

Registration

8:00 am - 8:50 am

CC Lobby

Breakfast

Johnson & Johnson

Sponsored By: Johnson & Johnson Vision

9:00 am - 11:30 am

Conference Center



Lecturer: Matthew Bovenzi, OD, FAAO, Dip ABO and Richard Soden, OD, FAAO, CPC

Course: The Perfect Marriage Between Clinic Cases and Accurate Coding and Billing

Description: Clinicians face new clinical challenges each and every day. This course will present a series of clinical cases of a wide variety of conditions and disease states, with an emphasis on what's new in their diagnosis and management. Additionally, each case presented will include a discussion on how to appropriately code and bill the examination encounter, along with the proper documentation needed to support the claim. Recent changes to billing and coding rules and regulations are also reviewed.

12:00 pm - 12:50 pm

Conference Center

Course: Amblyopia - Thinking Outside the Patch



Lecturer: Tanya Bloom, OD, FAAO

Description: The goals of this course are to define and review amblyopia, review effects of amblyopia on vision, discuss relevant optometric testing and provide updates on amblyopia treatment considerations.

2:00 pm - 5:00 pm

Winery Tour at Crush Beer and Wine Tours

*1:00 – Pick up at Woodcliff Hotel
2:00 – Heron Hill
3:00 – Arbor Hill
5:00 – Casa Larga*

7:00 pm - 10:00 pm
Event Center

NYSOA Celebration Dinner

Sunday, April 7, 2024

7:30 am - 8:30 am

CC Lobby

Breakfast



Sponsored by: Bausch & Lomb Vision Care

8:30 am - 10:10 am

Conference Center



Lecturer: Rebecca Marinoff, OD, FAAO, Dipl AAO

Course: Low Vision for the Primary Care Practitioner

Description: This course provides the primary care optometric practitioner with options for basic low vision care that can be provided with minimal change to current patient care flow. Diagnostic tests, treatment options, and referral for additional services will be discussed.

Course: Low Vision Technology

Description: This course provides the primary eye care and low vision practitioner with a review of available low vision assistive technology options. There will be a focus on accessibility and applications for smartphones and tablets

10:30 am - 12:10 pm

Conference Center



Lecturer: Tanya Bloom, OD, FAAO

Course: Concussion and Neuro-Optometric Rehabilitation

Description: The goals of this course are to define and review traumatic brain injury, review the visual implications of brain injury, discuss pertinent optometric testing in a specialty and primary care setting, and finally review optometric treatment options.

12:00 pm - 1:00 pm

CC Lobby

Lunch

1:00 pm - 3:00 pm

Cayuga



Lecturer: Justin Kwan, OD, FAAO

Course: Myopia Management Made Easy

Description: Myopia management may seem complex and new, but it is finally simple and in large part easy – protect children’s vision from getting worse as they grow. With MiSight 1 day and Paragon CRT, you can effectively manage myopia. The mindset shift and knowing a few things about the psychology of parent communication will set you and your patients on the best path forward.

8:00 pm

Finger Lakes Room

Trivia

Monday, April 8, 2024

8:30 am -11:00 am

Cooper Manufacturing Facility Tour

Pick up at 8:30AM

**closed*

12:00 pm - 2:00 pm

Bonus Resident Grand Rounds

Lecturers: Elaine Ho, OD and Lydie Tubene OD

Description: A Case Report Series from Residents of Rochester Regional Health and the University of Rochester Medical Center. 2 hours of NYS Approved CE

3:00 pm - 5:00 pm

Solar Eclipse Viewing Party

**limited space*

Friday, April 5, 2024

YOUNG OD/STUDENT Track

3:00 pm - 5:00 pm

Young OD Financial Workshop
Practice Ownership, is it right for you?

Lecturer: Andrew Ramsdell

Description: We will discuss different ownership options, the current state of affairs, practice values, practice metrics, financing options, how to build an advisory team, is ownership right for you, is the time right....and More!



Sponsored by: TD Bank

7:00 pm - 9:00 pm

Young OD Dinner

Location: TRATA: The Restaurant at the Armory

**Transportation available*



Sponsored by: TD Bank

Saturday, April 6, 2024

2:15 pm – 3:15 pm

Candle Pouring at Scents by Design

**Transportation available*



Sponsored by: VSP

3:00 pm - 5:00 pm

Happy Hour @ the Revelry

**Transportation available*



Sponsored by: VSP

Meet the Speakers



Raman Bhakhri OD, FAAO

Dr. Bhakhri is an associate professor at the Illinois College of Optometry. He currently teaches the ocular pharmacology and advanced retina courses. He graduated from the University of Alberta with a Bachelor of Science degree and received his Doctor of Optometry degree from the Pennsylvania College of Optometry at Salus University. Dr. Bhakhri completed a post-graduate residency at the Illinois College of Optometry/Chicago Lighthouse in low vision and ocular disease. He then taught at the Southern California College of Optometry where he was responsible for the low vision and retina courses. He is a member of the Illinois Optometric Association, American Optometric Association, and a fellow of the Optometric Retina Society.

Dr. Bhakhri is also a fellow of the American Academy of Optometry (AAO) and has served on the admissions committee while previously serving as the vice chair of the faculty-student liaison committee. He is the associate editor of the AAO's case report journal, *Clinical Insights in Eyecare*.



Jerry Robben OD

Dr. Robben graduated from NOVA Southeastern University College of Optometry in 2009 . He is currently the Chief Optometrist and Director of Clinical Research at Bowden Eye & Associates in Jacksonville, FL which is a OD/MD primary and specialty care practice specializing in cornea, anterior segment, glaucoma, refractive surgery and dry eye disease. Dr. Robben is also an Adjunct Clinical Professor at Midwestern University, College of Optometry in Glendale, AZ and Chicago, IL. He serves as a founding member and contributor to Dry Eye University (dryeyeuniversity.com) and is a founding member of the Medical Advisory Board and is the current Clinical Director for Dry Eye Access (dryeyeaccess.com). Dr Robben has served on multiple industry advisory boards, lectures nationally in educational and promotional settings and is a primary investigator overseeing numerous clinical trials and research studies being done in his practice ranging from dry eye, neurotrophic corneal disease, presbyopia medications, glaucoma, contact lenses and surgical outcomes and devices. He is on the editorial board for the *Journal Of Dry Eye and Ocular Surface Disease*, he is the founder and director of 90 Days to Dry Eye provided for PECAA members and he is a loving husband and a proud father of two young boys who both play baseball, football and excel in karate which occupies any of his time outside of his professional career.



Marc Deeley, OD, FAAO, FSLs

Dr. Marc Deeley grew up in Rochester, New York and graduated from the New England College of Optometry in 2018. Following Optometry School, he completed a residency in Ocular Disease at the VA Maine Healthcare System, followed by a one year fellowship in Medically Necessary Contact Lens at the University of Illinois Eye and Ear Infirmary. He is currently working at Rochester Regional Health/Reed Eye Associates in Rochester, NY, which is a hospital based OD/MD practice. Within the practice, Dr. Deeley offers primary eye care and the management of anterior and posterior ocular disease. Utilizing this fellowship training, Dr. Deeley provides advanced contact lenses services to his patients with an emphasis on Scleral Lenses to treat corneal ectasias, complex refractive error, and ocular surface disease. Since 2020, he has been a faculty member for the Ocular Disease Residency Program at Rochester Regional Health for which he attends residents in the clinic and participates in weekly didactics, presentations and grand rounds. Dr. Deeley is a Fellow of the American Academy of Optometry FAAO and a Fellow of the Scleral Lens Society (FSLs).



Emily Gottschalk, OD, FAAO

Dr. Emily Gottschalk graduated from the University of Waterloo School of Optometry and Vision Science and completed a Cornea and Contact Lens Residency at the Michigan College of Optometry. She is originally from Toronto, Canada, and currently practices at Rochester Regional Health/Reed Eye Associates, a hospital-based OD/MD practice in Rochester, NY. There she utilizes her residency training to fit the full range of medically necessary contact lenses, manage ocular surface disease, and provide myopia management including orthokeratology lenses.

Dr. Gottschalk is a fellow of the American Academy of Optometry (AAO) and was recognized by the AAO with the George Mertz Contact Lens Residency Award. She is currently working towards her fellowship of the Scleral Lens Society. Dr. Gottschalk serves on the Gas Permeable Lens Institute Rising Stars Advisory Committee.



*Matthew D. Bovenzi,
O.D., F.A.A.O., Dipl(ABO)*

Dr. Bovenzi, a native of Rochester, NY, is the Chief of Advanced Care at the University Eye Center (UEC) and Associate Clinical Professor at the SUNY College of Optometry. A 2014 SUNY graduate, he completed a residency in ocular disease & family practice at the East NY Diagnostic & Treatment Center and was nationally recognized as the 2015 recipient of the American Optometric Foundation's Douglas W. Hopkins Primary Care Residency award. Prior to optometry school, he served as a surface warfare officer in the U.S. Navy after receiving bachelor's degrees in both biological sciences and music from Cornell University, where he attended on a Navy ROTC scholarship.

Dr. Bovenzi has a history of optometric leadership and service; he is an active member of Volunteer Optometric Services to Humanity (VOSH) and is the Treasurer of the Optometric Society of the City of New York (OSCONY). He is board certified as a diplomate of the American Board of Optometry (ABO) and was recognized by the NYSOA as New York State Educator of the Year in 2021.



*Richard Soden, OD, FAAO,
CPC*

Richard M. Soden brings a wealth of experience to the field of optometry and healthcare. As a Clinical Professor at SUNY College of Optometry, he currently serves as the Director of Health Care Development. With a career spanning over four decades, Dr. Soden's journey began at SUNY College of Optometry, where he graduated in 1979. Following graduation, he completed a residency program at the Northport VA Medical Center on Long Island, where he later served as the Associate Chief of Optometry Service for 26 years. During this time, he also contributed his expertise to a large optometric practice in Lake Ronkonkoma, N.Y., focusing on pediatrics, children with special needs, and low vision rehabilitation for children and adults. Dr. Soden is recognized as a low-vision specialist and has been dedicated to assisting the Commission for the Blind throughout his optometric career.

Dr. Soden's influence extends beyond clinical practice. He serves as a third-party consultant for the New York State Optometric Association and has made extensive contributions to third-party reimbursement and practice management. His involvement in optometry organizations includes being a member of the AOA's Coding Committee and the AOA Third Party Center Executive Committee. With his wealth of experience and dedication to optometric practice, Dr. Soden continues to shape the landscape of eye care and vision services.



*Rebecca Marinoff, OD, FAAO,
Dipl AAO*

Rebecca Marinoff is an Associate Clinical Professor and Low Vision Rehabilitation residency supervisor at SUNY College of Optometry. She completed a residency in Low Vision Rehabilitation at Southern College of Optometry and is a graduate of SUNY College of Optometry. She is a Fellow of the American Academy of Optometry (AAO), a Low Vision Diplomate of the American Academy of Optometry (AAO), and a Diplomate of the American Board of Optometry (ABO). She serves as co-chair of the Low Vision Committee of the New York State Optometric Association (NYSOA).



Tanya Bloom, OD, FAAO

Dr. Tanya Bloom graduated magna cum laude from Boston University with a Bachelor of Arts in Biological Anthropology. She then spent three years in clinical research at Weill Cornell in their Hematology/Oncology Department. She attended optometry school at the SUNY College of Optometry, where she worked as a student research assistant and completed fourth year rotations in the areas of Ocular Disease, Contact Lenses, Head Trauma, Pediatrics, and Vision Therapy. Upon graduating, she completed a Residency specializing in Vision Therapy and Neuro-Optometric Rehabilitation at Eyecare Associates, PC in Connecticut and went on to train the upcoming Resident, optometry school interns and Vision Therapists in the diagnosis and treatment of binocular, accommodative, oculomotor and visual perceptual disorders in the pediatric, brain injury and general population.

She has completed post-graduate training and is a fellow of the American Academy of Optometry (AAO), which comprises only 10% of optometrists in the country. She is also a member of the New York State Optometric Association (NYSOA/AOA), College of Optometrists in Vision Development (COVD), Neuro-Optometric Rehabilitation Association (NORA), College of Syntonic Optometry (CSO) and is a Clinical Associate of the Optometric Extension Program (OEP).



Justin Kwan, OD, FAAO

Dr. Justin Kwan is a 2009 graduate of Berkeley Optometry and went on to do a contact lens and dry eye residency at SCCO. He taught and saw patients there for eight years before moving to Chicago in 2018, joining a private practice. In April 2020, he transitioned to CooperVision full time and is now Head of Myopia Management. He has given over 100 hours of continuing education. Dr. Kwan is the current president of the Chicago North Side Optometric Society, past Editor in Chief of Clinical & Refractive Optometry, past chair of the Fellows Doing Research SIG of the Academy, and a member of the Intrepid Eye Society.