



*115th Annual New Mexico
Optometric Association Convention*



Program & Registration Forms

*April 3-5, 2020
Sandia Resort
Albuquerque, New Mexico*

Optometric Faculty & Continuing Education

Jeffry Gerson, OD

- AMD Contemporary Thinking in Diagnosis and Management
- Diabetes in Your Practice What You Find May Surprise You
- Ocular Nutrition Controversies

Jordan Keith, OD

- How Much Myopia Does Myopia Control, Control?
- Know Your Chances: An Evidence Based Approach to Clinical Decision Making?
- Why Lunch Matters
- The Unilateral Red Eye: Separating Dangerous from Non-Dangerous

Marc Bloomenstein, OD

- Advancements in LASIK
- Pain Management in the OD Practice
- Cases from the Phone

Danica Marrelli, OD

- Maximizing the OCT in Glaucoma
- The Glaucoma Grab Bag Practical Guidelines for Effective Glaucoma Management

Craig Clatanoff, OD

- Jurisprudence and Writing a Correct Rx in NM

Henry Hudson, MD

- Retina / Vitreous Surgery Update

22 Hours of NMOA **Approved Continuing Education**

Attendees must have certificate stamped at the end of each session. CE certificate in duplicate will be furnished at the beginning of the convention. Attendees keep the original, the duplicate copy will be collected at the end of the last session.

(NMOA does not mail certificate to you -- the duplicate copy is maintained in the NMOA files.)

Back to the 80's Party!

The 2020 New Mexico Optometric Association Convention offers 22 hours of NMOA Approved continuing education for optometrists and 6 hours of continuing education for paraoptometric. In addition to the continuing education, this year's convention will offer the NMOA Membership Lunch & Installation of Officers / Trustees, Exhibit Hall Functions on Friday Evening and Saturday Lunch, and a NMOA Reception on Saturday Evening immediately following the Continuing Education.

Exhibit Hall Functions

48 exhibitors will be hosting you for a reception on Friday Evening from 5:00pm-8:00pm and Saturday from 11:00am-2:00pm for Lunch. Paraoptometric will attend the lunch from 11:00am-1:00pm and Optometrists will attend the lunch from 12noon-2:00pm. Food and Beverage will be provided at both functions.

Get into the 1980's, like totally!

We encourage you to dress yourselves and your staff in the "1980's" theme. Think 1980's Movies, Actors, Music, Musicians, etc.! Prizes will be awarded for "Best Costume" and "Best Office Costume"!

NMOA Membership Lunch & Installation of Officers

All NMOA members are invited to attend the NMOA Membership Lunch on Friday, April 5th - 12noon-2pm. The 2020-2021 NMOA Officers and Trustees will be installed.

Convention Hotel Information

Sandia Resort - 30 Rainbow Road NE, Albuquerque, NM 87113

Overlooking the majestic Sandia Mountains, just minutes from Albuquerque Airport, Sandia Resort & Casino welcomes guests to a unique Southwestern setting with outstanding service and modern comforts. Upon your arrival, you will be greeted by our distinctive porte-cochère entry and magnificent grand lobby, which boasts stunning mountain views along with original photographs and artwork that celebrates the region's rich pueblo heritage.

Hotel Rates: *\$189.00 Single / Double*

Deadline for Hotel Rates: *March 3, 2020*

Reservations Phone: *877-272-9199 or 505-798-3930 for reservations.
Please mention NM Optometric Association Group*

2020 NMOA 115th Annual Convention

Friday, April 3, 2020

8:00am–10:00am	<i>“AMD Contemporary Thinking in Diagnosis and Management” TPA</i>	Jeffrey Gerson, OD
10:00am–12noon	<i>“Diabetes in Your Practice What you Find May Surprise You</i>	Jeffrey Gerson, OD
12noon–2:00pm	NMOA MEMBERSHIP LUNCH	
2:00pm–3:00pm	<i>“Ho Much Myopia Does Myopia Control, Control” TPA</i>	Jordan Keith, OD
3:00pm–5:00pm	<i>“Know Your Chances: An Evidence Based Approach to Clinical Decision Making</i>	Jordan Keith, OD
5:00pm–8:00pm	EXHIBITOR RECEPTION	

Saturday, April 4, 2020

8:00am–10:00am	<i>“Why Lunch Matters”</i>	Jordan Keith, OD
10:00am–12noon	<i>“The Unilateral Red Eye: Separating Dangerous from Non-Dangerous” TPA</i>	Jordan Keith, OD
12noon–2:00pm	EXHIBITOR LUNCHEON	
2:00pm–4:00pm	<i>“Advancements in LASIK” TPA</i>	Marc Bloomenstein, OD
4:00pm–5:00pm	<i>“Pain Management in the OD Practice” TPA</i>	Marc Bloomenstein, OD
5:00pm–6:00pm	<i>“Cases from the Phone” - TPA</i>	Marc Bloomenstein, OD
6:00pm–8:00pm	NMOA RECEPTION	

Sunday, April 5, 2020

8:00am–10:00am	<i>“Maximizing the OCT in Glaucoma”</i>	Danica Marrelli, OD
10:00am–12noon	<i>“The Glaucoma Grab Bag Practical Guidelines for Effective Glaucoma Management” - TPA</i>	Danica Marrelli, OD
12noon–1:00pm	LUNCH ON OWN	
1:00pm–2:00pm	<i>“Jurisprudence and Writing a Correct Rx in NM”</i>	Craig Clatanoff, OD
2:00pm–4:00pm	<i>“Retina / Vitreous Surgery Update”</i>	Henry Hudson, MD
END OF CONVENTION		

Registration Fee Information

** The first price listed is the Early Bird Registration Rate**

NMOA Active Dues Paying Member Optometrist: NO REGISTRATION FEE! / \$30.00

NMOA Life & Retired Member Optometrists: \$160.00 / \$190.00

Fee includes all Continuing Education, all Exhibitor Events, NMOA Membership Luncheon, and the Saturday evening NMOA Installation Dinner & Silent Auction

AOA Member Optometrist: \$660.00 / \$690.00

Non Member Optometrist: \$770.00 / \$800.00

Student / Intern Registration: \$150.00 / \$180.00

Fee includes all Continuing Education, all Exhibitor Events, and the Saturday evening NMOA Installation Dinner & Silent Auction

NMOA Member Staff / Paraoptometric Registration: \$120.00 / \$150.00

Non-Member Staff / Paraoptometric Registration: \$150.00 / \$180.00

Fee includes Paraoptometric Continuing Education, all Exhibitor Events, and the Saturday evening NMOA Installation Dinner & Silent Auction

Guest Registration: \$90.00 / \$110.00

Fee all Exhibitor Events and the Saturday evening NMOA Installation Dinner & Silent Auction

Separate Ticket Prices: Exhibit Hall Ticket = \$45.00 / \$55.00 Per Event

Installation Dinner Ticket = \$45.00 / \$55.00

Register Early

Register by March 13th and receive the Early Bird Rate, a savings of \$30.00 per registrant.

Refund Policy

All refund requests must be made in writing. \$25.00 refund fee will be charged after March 31st.

What To Wear

Casual business attire is appropriate for all functions of the NMOA Convention.

Remember to bring a light jacket or sweater as the meeting rooms can be chilly.

Paraoptometric Continuing Education

All Paraoptometric CE will be Provided by Sharon Carter

Sharon Carter has over 25 years of optometric experience including working in an office as an office manager, sales and training for an optometric software company to consulting for private practices. She started her own consulting company, Eye Care Optometric Consulting (ECOC), in 2001 and personally consults in offices all over the country spreading her team building philosophy. She is very energetic and enthusiastic and for more than 15 years has been speaking and motivating staff at state associational meetings, national and international conferences sharing her company's philosophy of "provide the best patient care possible and the money will follow."

Friday, April 3, 2020

5pm-8pm Exhibitor Reception

Saturday, April 4, 2020

8:30am Registration

9am-10am **Patient Service Vs. Patient Loyalty - AOA-CPC & ABO**

"Customer satisfaction guaranteed", we've all heard it. Is that your goal? If so you aim too low. Have you ever purchased something and been satisfied? But, would you return? Maybe next time someone else offers you a lower price. To which one would you return? Patient satisfaction is great but what will make them return to your practice? Remember this, "The sweetness of the low price is long forgotten after the bitterness of poor service." This course will teach you how to take satisfied patients and make them loyal patients.

10am-11am **Your Mouth Is Moving But Does Your Body Agree- AOA-CPC, ABO & NCLE**

What does it mean when someone talking to you cannot maintain eye contact? There are several forms of hand-shake each having a different meaning, hidden from the unknowing. What are the most common gestures of liars? Recognize/ read hidden communications and more importantly learn what signals you are subconsciously sending. Appearance, gestures, voice, steadiness of gaze, and behavior around subordinates may enlighten you about a person's integrity and work habits vs. what they are saying.

11am-1pm **Exhibitor Luncheon**

1pm-2pm **Communicating with Patients - AOA-CPC, ABO & NCLE**

Communicating with our patients should be the most important thing we do each day. How we communicate and understand their needs, will determine if they will become an established patient with your practice or if they will choose to go elsewhere. Learn the various ways we communicate, i.e. verbal, facial expressions, and body language and how to use each one of these in a positive way when communicating with your patients.

3pm-4pm **Marketing Benefits, Not Products - AOA-CPC & ABO**

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.

4pm-5pm **Dynamite Dispensing - AOA-CPC & ABO**

When a patient comes to pick-up their new glasses, this is one of the most important times you will spend with the patient. This is the beginning of the service side of their purchase. You have already collected their money so now you have to show them they are more than a cash sale. Are your patients getting the same care and assistance as they received during their exam by the doctor and when you were making the sale? This is where we can really show our customer service or you drop the ball and leave your patients feeling like you only care about the sale. This course covers the steps that should be followed in dispensing to leave the patient feeling good about their purchase and comfortable coming back for adjustments in the future. Following these simple steps will take you from average to dynamite!

6pm-10pm **NMOA Reception**

Name of Attendee

Certification Titles

Signature of Attendee

Doctor's (Employers) Name

Work Phone

If you are interested in volunteering at the Convention please contact Rich Montoya at newmexicooptometry@gmail.com

Please make additional copies of this form and submit a separate form for each Paraoptometric attending. Include this page for each Paraoptometric attending when sending the NMOA Convention Registration Form

CONVENTION REGISTRATION FORM

Doctor: _____

Classification: NMOA Member () AOA Member () NMOA Retired () NMOA Life () Non-Member ()

Address: _____

City: _____ State: _____ Zip _____

Phone: _____ Email: _____

() *check here if you choose to not receive e-mails from NMOA Convention Exhibitors*



**Please return by March 13th for the Early Bird Rate!!!
Complete the Registration Information below for each attendee. Thank you!**

	Friday OD Continuing Education	Friday NMOA Member Lunch - NMOA Members Only	Friday NMOA Exhibit Hall Reception	Saturday OD Continuing Education	Saturday NMOA Paraoptometric Continuing Education	Saturday NMOA Exhibit Hall Luncheon	Saturday NMOA Reception	Sunday OD Continuing Education	Fee Enclosed
Name Please circle one:									
Example: <i>John Doe</i>	x	x	x	x				x	\$
									\$
									\$
									\$
									\$
									\$
									\$
									\$
									\$
									\$
									\$
									\$
									\$
TOTAL									\$

Remit with Payment to: NMOA, 1335 Paseo del Pueblo Sur, #241, Taos, NM 87571