Optometric Management Symposium brings together more than 400 optometric professionals who will benefit from about 50 hours of CE and an exhibit hall full of the latest from the industry. To help you plan, OM has compiled a listing of exhibitors and symposium information on the following pages. Exhibit hall hours are Thursday, Dec. 5, 4 to 5:30 p.m., Friday, Dec. 6, and Saturday, Dec. 7, from 11:30 a.m. to 1 p.m., and Friday from 3 p.m. to 3:45 p.m.

“OMS, a 3.5 day conference celebrating its 15th year, is the premier event for clinical, practice and retail management. Optometrists, opticians and staff attend for an unparalleled opportunity to learn, with over 50 hours of CE credit, connect with colleagues and grow their relationships with eye care suppliers — all while enjoying entertainment at Disney.” – Roger Zimmer, Executive Vice President and Publisher, Optometry
BEYOND THE COURSE TITLES

To help shape your agenda at the Optometric Management Symposium, which offers more than 50 CE credit hours to choose from, two of the meeting’s planners, Drs. Greg Caldwell and Joseph Sowka, offer some advice!

The best tool for planning your event is the website, says Dr. Caldwell: “Pay close attention to the days that have dual tracks, and attend the education that most interests you.”

In fact, mix and match your tracks: “There are multiple tracks that are designed so that an attendee can move between tracks to suit personal needs and tastes,” says Dr. Sowka. “Don’t think that you must stick with only one.”

Additionally, manage your time in Orlando.

“Don’t try to cram great CE with time at the parks,” Dr. Caldwell cautions. “Dedicate time for CE, and take advantage of the top-notch CE, reception and exhibit hall.

Take advantage of the discounted room block, and stay a little longer to visit Disney. Disney during the holiday season is one of my favorite times to be there.”

Dr. Sowka agrees that it takes planning: “The education is world-class, but ensure that some time is left for the Disney experience before, after and even during the meeting.”

Drs. Caldwell and Dr. Sowka say they look forward to opportunities to meet business partners, speakers, colleagues and PentaVision staff, for example at the reception and in the exhibit hall.

Find both doctors on the podium throughout the meeting. All scheduling information is at omconference.com.

NEW THIS YEAR: DRY EYE BREAKFAST

New for this year’s Optometric Management Symposium is Reading the Dry Eye Roadmap: Navigating Tips for Practice Efficiencies and Best Practices. This panel discussion, occurring on Thursday, Dec. 5, from 7:30 a.m. to 8:30 a.m., features a hot breakfast and lineup of experts providing the why and how of dry eye disease. Drs. Scott Schachter, Whitney Hauser, Marc Bloomenstein and Jerry Robben, alongside Patti Barkey, COE, will discuss their varying approaches to screening, diagnosis, treatment options and practice management, from their real-world experiences.

VENUE INFO
Disney’s Yacht & Beach Club is located at 1700 Epcot Resorts Blvd, Lake Buena Vista, Fla. The venue is walking distance to Epcot and a boat ride to Disney’s Hollywood Studios.

NEW THIS YEAR: DRY EYE BREAKFAST

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ABB Optical Group
ABB Optical Group is an authorized distributor of all major soft contact lens manufacturers and an industry manufacturer of custom soft and GP contact lenses. With one call, one order, one bill, ABB helps you stay focused on what matters most – providing quality care to the patients.

BOOTH #204 • www.abboptical.com

Allergan
Allergan has dedicated 70 years to advancing eye care, launching 125 products for prevalent eye conditions. We continue our commitment to helping ECPs deliver superior patient care through research and development, outreach programs and educational support. Visit booth 210 to learn more!

BOOTH #210 • AllerganEyeCare.com
Art Optical
An experienced custom lens lab, Art Optical has focused on delivering exceptional service and quality custom contact lenses since 1958. From pediatrics to presbyopes, we have a lens for every patient! Ask about the all new Intelliwave Pro and Ampleye!

BOOTH #299 • www.artoptical.com

CenterVue, Inc.
CenterVue engineers and manufactures state-of-the-art diagnostic equipment for eye care. The Eidon true color confocal retinal imaging system combines the benefits of ease of use with image quality. The Compass combines the benefits of fundus automated perimetry with true color confocal imaging.

BOOTH #214 • www.centervue.com

Contamac
Contamac is a manufacturer of contact and IOL materials, including the Optimum family of GP materials and our new 200 Dk Optimum Infinite. We also offer HyClear, a .01% hypochlorous acid spray for eyelid hygiene, sold exclusively to practitioners for retail to your patients.

BOOTH #201 • www.contamac.com

DGH Technology, Inc.
DGH Technology is a leader in ultrasonic ophthalmic equipment. Our instruments — pachymeters, A-Scans, B-Scans and UBM — have been reliable and easy to use for over 30 years. They communicate with your Windows computer, using standard Bluetooth and USB connections. DGH products are proudly made in the USA.

BOOTH #300 • www.dghtechnology.com

Doctor Multimedia
We’re open 24 hours a day, seven days a week, 365 days a year. We do it out of passion, and because that’s when our clients need help. We have graphic designers, WordPress developers, social media masters, content creators, SEO wizards, IT problem solvers, marketing gurus and all-around ninjas ready to help your medical practice thrive and grow.

BOOTH #308 • doctormultimedia.com

Essilor Instruments
Essilor Instruments is a worldwide leader in the development of modern solutions and technologies for eye care professionals, providing an extensive range of equipment in categories, such as finishing, refraction, diagnostics, vision screening and dispensing measurement devices.

BOOTH #207 • www.essilorinstrumentsusa.com

Eyenavision
Eyenavision Inc. is a recognized leader of innovation in the optical industry. They develop and provide cutting edge products that simplify the lives of eye care professionals and their valued customers. They are best known for the patented Chemistrie Clips, their one-of-a-kind frame line, and a ready-made reader line, Chem Tech.

BOOTH #212 • eyenavision.com

FoxFire Systems Group
FoxFire is an ophthalmic-specific software that includes EHR, practice management and billing services. They provide a complete, all-in-one suite that features e-RX, image management, coding assistance, inventory, reporting, a point-of-sale system, claims, scheduling and more. All these features combine to help see more patients in less time with less stress.

BOOTH #199 • foxfiresg.com

iMatrix
Since 2002, iMatrix has specialized in personalized, mobile-responsive websites and digital marketing solutions for eye care professionals who have small- to medium-size businesses and want to gain a larger local market share. We provide the solution for all your online marketing needs to help attract new business and engage current patients.

BOOTH #205 • imatrix.com

Luneau Technology USA
A pioneer in wavefront technology for the optical industry, Luneau Technology manufactures and distributes products under the Briot, Weco and Visionix brands. It is Luneau Technology’s goal to allow everyone access to innovative technology, educational resources and outstanding pre- and post-sale customer service.

BOOTH #314 • www.luneautechusa.com

MacuHealth
MacuHealth is a triple carotenoid supplement that helps build macular pigment density and improve visual performance.

BOOTH #202 • macuhealth.com

Metro Optics
Metro Optics is committed to meeting the full range of custom contact lens needs to our clientele through sophisticated soft, corneal GP and scleral designs. Stop by booth 303 to learn how to provide the best vision for your high prescriptive, presbyopia, keratoconus and post-surgical patients with Metro Optics’ lens designs.

BOOTH #303 • www.metro-optics.com
Myco Industries, Inc./AB Max
One of the inventors of the First Doctor’s Treatment for Blepharitis has designed the AB Max to treat anterior blepharitis. AB Max offers the same forward and reverse functionality as competitive devices, but also has a patented Pulse mode, specifically engineered for better patient outcomes.

BOOTH #309 • www.ab-max.com

Natural Ophthalmics, Inc.
Natural Ophthalmics, Inc. supplies homeopathic eye drops and oral pellets for the treatment of dry eye, allergy, cataract, glaucoma and macular degeneration. An oral vitamin spray is also available. The products are only available through professional offices. A sample and information pack will be mailed on request. (877)220-9710

BOOTH #213 • www.naturaleyedrops.com

OcuSoft
Since 1986, OcuSoft has served the ophthalmic community with a unique selection of brands, including OcuSoft Lid Scrub Eyelid Cleansers and OcuSoft Thermal 1-Touch Localized Heat Therapy. Please visit our booth to learn more!

BOOTH #200 • www.ocusoft.com

Optometric Architects
Optometric Architects has a clear focus on optometric office design. Whether you need a new facility or are renovating an existing office, we will conceptualize your ideas into an optometric office design that features trend-setting displays and distinctive exterior architecture.

BOOTH #211 • www.optometricarchitects.com

Safilo Group
Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its design projects into high-quality products, created according to the Italian tradition. Owned brands include Carrera, Polaroid and Smith.

BOOTH #305 • safilo.com

Science Based Health
Learn about SBH’s evidence-based nutraceuticals and practice-building program. Come learn about the advantages and science behind HydroEye, clinically shown to relieve dry eye (Cornea, Oct 2013); clinically tested Optic Nerve Formula; AREDS-based formulas and more. Special Offer: Come by for a free 60-day supply of HydroEye!

BOOTH #312 • www.sciencebasedhealth.com

Sight Sciences
Sight Sciences is a growth-stage medical device company dedicated to the development of intelligently designed and engineered products that address the underlying physiology of ophthalmic diseases. The company’s portfolio consists of the TearCare System, a device that applies heat to the eyelids to remove blockage, and the Omni Surgical System.

BOOTH #206 • tearcare.com

Sun Ophthalmics
Sun Ophthalmics, a U.S. division of Sun Pharma, is a global specialty pharmaceutical corporation with operations in over 150 countries. Our mission is to launch innovative ophthalmic products that complement your approach to treatment. Discover a brighter future in eye care, visit www.SunOphthalmics.com.

BOOTH #307 • www.sunophthalmics.com

True Eye Experts
True Eye Experts is a growing network of optometry practices expanding in Central Florida to help optometrists deliver better patient care by removing the burdens of administration. We help offices improve customer and employee satisfaction, increase reimbursements, find the right patients and recruit and train the right team members.

BOOTH #208 • www.trueeye.com

Visioneering Technologies, Inc.
Visioneering Technologies Inc., makers of the NaturalVue Multifocal contact lens, is an innovative eye care company committed to redefining vision. Visioneering has brought together clinical, marketing, engineering, manufacturing and regulatory leaders from top vision care businesses to provide new solutions for presbyopia, myopia and astigmatism.

BOOTH #306 • vitvision.com

Weave
Weave’s software is the tool your office needs to nourish relationships — and your bottom line. With Weave, you’ll personalize patient interaction with instant family details, collect patient reviews, two-way text, stay organized with task lists and so much more.

BOOTH #301 • getweave.com

X-Cel Specialty Contacts
As an employee-owned and operated specialty contact lens lab, each and every employee at X-Cel has a vested interest in the success of you and your patients. See how we can help you succeed through quality products, quick delivery and complimentary hands-on training and education. Visit Booth 302!

BOOTH #302 • www.xcelspecialtycontacts.com