



CLINICAL CURRICULUM PRESENTS

The Art & Science of Optometric Care: A Behavioral Perspective

16-20 March 2017

GRAND RAPIDS, MICHIGAN

Instructor: Robert Hohendorf, OD

Length: **5 days**

Continuing Education Credits: **35 hours**

Prerequisite: **None**

For: **Optometrists**

This course is highly interactive, with small group presentations and hands-on experience that will provide the experience you need for the confidence you desire. **Free** continuing consultation is offered after courses to ensure you have the resources available to help you through difficult cases and give you the reinforcement you need to continue to develop your analytical and clinical skills. This course helps you understand why you do what you do.



Sponsored by the
Optometric Extension
Program Foundation Inc.

Course Location

This course will be held at the office of:
Lynnette Burgess, OD
4467 Byron Center Rd., SW, Bldg. 3
Wyoming, MI 49509

Lodging

Residence Inn Grand Rapids West
3451 Rivertown Point Court, SW
Grandville, MI 49418

To make your reservation
call 616-538-1100

Recommended Airport

Attendees arriving by air should fly into:
Gerald R. Ford International Airport
in Grand Rapids, Michigan, (GRR)

Schedule

Course will run 9am to 5pm daily
and will end at 3pm on last day

For additional detail please call:
410 561 3791

Or email:
karen.ruder@oep.org

For additional educational
opportunities please contact:
karen.ruder@oep.org

Cancellation policy

A non-refundable fee of 25%
of registration fees if cancelled
within 30 days of course.

Course Description/Highlights

The Art & Science of Optometric Care explains the science and logic of the behavioral approach. This knowledge is the basis for a wider range of prescribing options and an expanded ability to meet patients' needs. After taking this course, problem patients won't be such a problem anymore. Participants will emerge with a new respect and understanding of the power of lenses. You will have an increased number of prescribing options that you can count on. Putting this knowledge into practice will lead to an increased rate of prescribing success, improved patient compliance and improved patient retention. Course participants will come away with a broader understanding of the development of various refractive conditions, how to prevent negative changes, and being able to guide the patient toward more effective and efficient functioning.

Prescribing patterns are usually altered significantly so that the participant knows how to use lenses in a more powerful way. When can you or should you prescribe something other than what you measure? How far can you deviate from your measurements in either the amount of sphere, cylinder power, cylinder axis or amount of aniso? Why would a person have trouble adjusting to a prescription through which he sees optimally well? What lenses optimize visual performance? Why should you prescribe prisms with the bases in the same direction (yoked prisms)?

This course provides the participants with answers to the question "Why?" while providing the scientific and neurological basis for understanding human behavior. Participants will emerge with an understanding of the process and underlying physiological changes as patients build refractive and other visual conditions.

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Course Description/Highlights

(continued)

Highlights

A comprehensive study of behavioral optometry and the benefits it offers over general optometry.

The behavioral vision exam - one participant will be examined to demonstrate the ease with which the analytical gives insight into the patient's visual needs.

"Milking" the analytical - a step-by-step discussion of each diagnostic test, how to do it, why to do it, how to record it, and what it tells us about the patient.

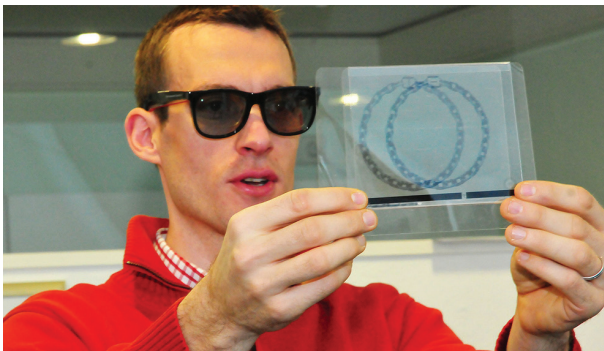
Stress Point Retinoscopy - a critically important tool will be demonstrated and taught.

The relationship between posture & vision, from which a comprehensive understanding of the development of astigmatism, and the use of yoked prisms will emerge.

The alternatives of care and how to present them includes an in depth look at compensatory lenses, lens treatment, and vision therapy.

Key practice management techniques to get you rolling right away. Building a successful behavioral optometric practice through communication - reports, updates, in-office seminars, external speaking engagements.

Putting the knowledge gained from the Art & Science Course to work can be the basis for a more confident, efficient practice of optometry that is ultimately more satisfying for both doctor and patient. You will be equipped to practice the full scope of your profession.



The Art & Science of Optometric Care

16-20 March 2017

GRAND RAPIDS, MICHIGAN

OEP reserves the right to cancel seminar two weeks in advance if registration is inadequate.

Registration

Please Type or Print

FEES

Standard Educational Fee for Course\$2290

OEP Clinical Associate Educational Fee for Course\$1990

Includes: course materials, lunches and FREE Case Consultation

Name _____

OE Tracker # _____

Phone _____

Email _____

Mailing Address _____

City/State/Zip _____

Attendee Status OD OEP Clinical Associate OD

Any special dietary considerations for lunches _____

(A non-refundable cancellation fee of 25% of registration fees will be charged if cancelled within 30 days of course)

Check* enclosed for:

***US ONLY - NO FOREIGN CHECKS ACCEPTED**

Charge payments: Visa Mastercard
 Amex Discover

Name on Charge Card _____

Account # _____

Exp. _____ Security Code _____

Billing Address _____

Signature _____

We will be securing a shuttle service for transportation back and forth from the hotel to the course, and from the course back to the hotel in the evenings. The fee for this is usually no more than \$35 for the entire week. Please check 'Yes' if you are interested in the shuttle service, or 'No' if you will be providing your own transportation. YES NO

Send form and check, or fax registration to:

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2300 York Road, Suite 113
Timonium, MD 21093

FAX: 410-252-1719
EMAIL: karen.ruder@oep.org

For additional educational opportunities please contact:

karen.ruder@oep.org

or visit our web site:

www.oepf.org



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