



ALBERTA ASSOCIATION OF OPTOMETRISTS

# **BEYOND VISION**

CONFERENCE & OPTIFAIR

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## **Optometrist Staff Program**

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# MESSAGE FROM THE PRESIDENT



Welcome Delegates,

We're heading to Edmonton for three days packed with top-tier continuing education, valuable networking and a chance to welcome many new AAO members to our community. It's the perfect time of year to enjoy Alberta's capital and take in some fall weather while earning CE credits.

This year's keynote speaker brings a unique perspective rooted in personal experience. The session delves into why patients often hesitate to proceed with recommended care and shares practical, psychology-driven strategies that can be applied both professionally and personally. We're confident this presentation will leave you inspired and thinking differently about patient communication.

Our CE committee has curated an outstanding agenda, featuring a wide range of expert speakers and timely topics that reflect the evolving landscape of optometry. There's something for everyone on this year's schedule.

Don't miss Optifair, where you can explore an impressive selection of products and services from leading providers. And of course, our social events are always a highlight, there will be plenty of opportunities to relax, reconnect, and enjoy time with your colleagues.

Edmonton conferences are always a great experience, so be sure to register early to secure your spot and take advantage of early bird pricing. It's shaping up to be the perfect blend of education, networking, and fun.

We can't wait to welcome you to Edmonton!

A stylized, handwritten signature in black ink, appearing to read 'Sophia Leung'.

Dr. Sophia Leung

President, Alberta Association of Optometrists

## MESSAGE FROM

# THE CHAIR, CE COMMITTEE



Greetings Delegates,

This year's conference theme is *Beyond Vision* and we'll be gathering at the Edmonton Convention Centre in Edmonton's beautiful river valley. It's the perfect setting to enjoy the excellent schedule of speakers your CE Committee has assembled. With advancements in patient eye care happening at a steady pace, this year's program brings many of those important topics along with world-class speakers directly to our conference.

We recognize how essential it is to stay current with innovations that are shaping the future of patient care. In planning the learning sessions, we focused on trends, new treatments, the impact of technology, and new medications all to ensure you remain well-versed in every aspect of their practice.

Our keynote speaker this year is Dr. Steve Vargo, presenting *Prescribing Change: Helping Patients Say Yes to the Care They Need*. Drawing on his personal experiences, this session explores why patients often hesitate to follow through on recommended treatments. It offers practical, psychology-based communication strategies to help doctors inspire action and improve outcomes.

We've also planned a variety of social events from our AAO Party! to Optifair and the President's Open House providing great opportunities to reconnect with colleagues. It's also a valuable time for New Grads to meet other AAO members and expand their professional networks.

The CE Committee would like to thank the AAO staff for their hard work in organizing the conference and helping maintain its excellent reputation among delegates. Throughout the event, you'll receive delegate surveys — your feedback helps us plan future conferences and continuing education opportunities, and we truly appreciate your input.

We're looking forward to a fantastic conference. See you in YEG!

A handwritten signature in black ink that reads "Monica Bell". The script is elegant and cursive.

Dr. Monica Bell, CE Committee Chair

# HUGE THANK YOU TO OUR 2025 SPONSORS

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# CONFERENCE SCHEDULE AT-A-GLANCE

## THURSDAY, OCTOBER 16, 2025

|                   |                        |
|-------------------|------------------------|
| 6:45 am - 5:15 pm | Registration Desk Open |
|-------------------|------------------------|

|                    |            |
|--------------------|------------|
| 5:30 pm - 10:30 pm | AAO Party! |
|--------------------|------------|

## FRIDAY, OCTOBER 17, 2025

|                   |                        |
|-------------------|------------------------|
| 6:45 am - 5:15 pm | Registration Desk Open |
|-------------------|------------------------|

|                   |                       |
|-------------------|-----------------------|
| 7:00 am - 8:30 am | AAO General Breakfast |
|-------------------|-----------------------|

|                    |                              |
|--------------------|------------------------------|
| 8:45 am - 12:15 pm | Optometric Staff CE Sessions |
|--------------------|------------------------------|

|                    |                     |
|--------------------|---------------------|
| 12:15 pm - 1:45 pm | AAO Awards Luncheon |
|--------------------|---------------------|

|                   |                              |
|-------------------|------------------------------|
| 2:00 pm - 5:30 pm | Optometric Staff CE Sessions |
|-------------------|------------------------------|

|                   |                     |
|-------------------|---------------------|
| 5:30 pm - 8:30 pm | Optifair Trade Show |
|-------------------|---------------------|

|                    |                        |
|--------------------|------------------------|
| 8:30 pm - 10:30 pm | President's Open House |
|--------------------|------------------------|

## SATURDAY, OCTOBER 18, 2025

|                   |                        |
|-------------------|------------------------|
| 6:45 am - 4:00 pm | Registration Desk Open |
|-------------------|------------------------|

|                   |                       |
|-------------------|-----------------------|
| 7:00 am - 8:30 am | AAO General Breakfast |
|-------------------|-----------------------|

|                 |                                     |
|-----------------|-------------------------------------|
| 7:15am - 8:15am | Lenses and Lattes Breakfast Session |
|-----------------|-------------------------------------|

|                    |                              |
|--------------------|------------------------------|
| 8:45 am - 12:15 pm | Optometric Staff CE Sessions |
|--------------------|------------------------------|

|                    |                      |
|--------------------|----------------------|
| 12:15 pm - 1:45 pm | AAO Keynote Luncheon |
|--------------------|----------------------|

|                   |                              |
|-------------------|------------------------------|
| 2:00 pm - 4:15 pm | Optometric Staff CE Sessions |
|-------------------|------------------------------|



# OPTOMETRIC STAFF SCHEDULE

| THURSDAY, OCTOBER 16, 2025  |                               |
|---|-------------------------------|
| 6:45 AM - 5:15 PM<br><i>Meeting Level Foyer</i>                           | <b>Registration Desk Open</b> |
| 5:30 PM – 10:30 PM<br><i>Fairmont Hotel MacDonald<br/>Empire Ballroom</i> | <b>AAO Party!</b>             |





# OPTOMETRIC STAFF SCHEDULE

| FRIDAY, OCTOBER 17, 2025                         |   |  |
|--|---|--|
| 6:45 AM - 5:15 PM<br><i>Meeting Level Foyer</i>  | Registration Desk Open  |  |
| 7:00 AM - 8:30 AM<br><i>Salon 9</i>              | AAO General Breakfast   |  |
|  | <b>OS TRACK #1</b><br><i>Salon 2</i>  | <b>OS TRACK #2</b><br><i>Salon 3</i>   |
| 8:45 AM - 9:45 AM                                | <b>Triaging Ocular Emergencies</b><br>Dr. Andrew S. Morgenstern, OD, FAAO, FNAP   | <b>Finding the Perfect Fit for Protective Eyewear</b><br>Al Amarshi, Eyesafe       |
| 10:00 AM - 11:00 AM                              | <b>Managing Special Populations in Your Office: Catering to the Unique Needs of Neurodivergent Individuals and those with Acquired Brain Injury</b><br>Dr. Kristel Jefferies, OD, B.Sc. | <b>Many Solutions to the Problem</b><br>Dr. Wincy Chung, OD                        |
| 11:15 AM - 12:15 PM                              | <b>The Importance of an Eye Exam</b><br>Dr. Andrew S. Morgenstern, OD, FAAO, FNAP   | <b>Going Beyond 20/20 Vision with Contoured Prism</b><br>Jennifer Boser, Neurolens |
| 12:15 PM - 1:45 PM<br><i>Salon 9, 10, 11, 12</i> | AAO Awards Luncheon   |  |
| 2:00 PM - 3:00 PM                                | <b>Understanding the marketing funnel to attract patients and staff to your practice</b><br>Cole Currie, 4ECs   | <b>The Answers to Pre-Tests</b><br>Dr. Wincy Chung, OD                             |
| 3:15 PM - 4:15 PM                                | <b>Refractive Surgery Essentials</b><br>Dr. Andrew S. Morgenstern, OD, FAAO, FNAP   | <b>Connecting Generations in the Workplace</b><br>Kate Virzi, 4ECs                 |
| 4:30 PM - 5:30 PM                                | <b>Demystifying Prism: Understanding the Complexities and Applications of Prism Prescriptions</b><br>Dr. Kristel Jefferies, OD, B.Sc.   | <b>The Ten Commandments of Contact Lenses</b><br>Dr. Wincy Chung, OD               |
| 5:30 PM - 8:30 PM<br><i>Hall D</i>               | Optifair Trade Show   |  |
| 8:30 PM - 10:30 PM<br><i>Hall D (Foyer)</i>      | President's Open House  |  |





# OPTOMETRIC STAFF SCHEDULE

SATURDAY, OCTOBER 18, 2025

|  |   |  |
|--|---|--|
| 6:45 AM - 4:00 PM<br><i>Meeting Level Foyer</i>  | <b>Registration Desk Open</b>   |  |
| 7:00 AM - 8:30 AM<br><i>Salon 9</i>              | <b>AAO General Breakfast</b>  |  |
| 7:15 AM - 8:15 AM<br><i>Salon 2</i>              | <b>Lenses and Lattes: Learning to Perk Up Your Patient Care</b><br>Dr. Sheila Morrison, OD, MS, FAAO, FSLs<br>Dr. Alia Cappellani, OD, FAAO, FSLs |  |
|  | <b>OS TRACK #1</b><br><i>Salon 2</i>  | <b>OS TRACK #2</b><br><i>Salon 3</i>   |
| 8:45 AM - 9:45 AM                                | <b>Working With TBI Patients</b><br>Dr. Andrew S. Morgenstern, OD, FAAO, FNAP   | <b>Introduction to Optometry and Eye Anatomy</b><br>Dr. Wincy Chung, OD  |
| 10:00 AM - 11:00 AM                              | <b>Filters, Fresnels and Foils OH MY!: Learning the Wizardry of Lens Applications</b><br>Dr. Kristel Jefferies, OD, B.Sc.                         | <b>How to Use AI to Support Your HR and Business Operations</b><br>Salim Dharsee, 4ECPs  |
| 11:15 AM - 12:15 PM                              | <b>Pediatric Eye Exams</b><br>Dr. Andrew S. Morgenstern, OD, FAAO, FNAP   | <b>Sponsored Workshop: Alcon Behind the Lens: The Why &amp; How of Alcon Multifocal Contact Lens Fitting</b><br>Dr. Andrea Lasby, OD, FAAO, FSLs |
| 12:15 PM - 1:45 PM<br><i>Salon 9, 10, 11, 12</i> | <b>Keynote Luncheon</b><br><b>Prescribing Change: Helping Patients Say Yes to the Care They Need</b><br>Dr. Steve Vargo, OD, MBA                  |  |
| 2:00 PM - 3:00 PM                                | <b>It Starts With You: How and Why Self-Care Translates into Patient Care</b><br>Dr. Kristel Jefferies, OD, B.Sc.                                 | <b>Myopia Management Overview</b><br>Dr. Sheila Morrison, OD, MS, FAAO, FSLs<br>Dr. Alia Cappellani, OD, FAAO, FSLs                              |
| 3:15 PM - 4:15 PM                                | <b>Ocular Surface Disease 101</b><br>Dr. Andrew S. Morgenstern, OD, FAAO, FNAP  | <b>Unlocking Better Communication in Eye Care with DISC</b><br>Tyler Kemp, 4ECPs   |



# KEYNOTE LUNCHEON

## **Prescribing Change: Helping Patients Say Yes to the Care They Need**

Dr. Steve Vargo

Many optometrists deliver exceptional care — yet still struggle to get patients to say yes to recommended products or services. Whether it's premium eyewear, dry eye treatment, or myopia management, patients often hesitate, defaulting to low-cost options or delaying care altogether.

This challenge not only affects clinical and financial outcomes — it's also deeply frustrating for doctors, contributing to growing rates of burnout across the profession.

Prescribing Change takes a deep (and often humorous) look at the real reasons patients hesitate. Based on the principles from Dr. Steve Vargo's best-selling book, this talk reveals how even well-intentioned doctors can unintentionally talk patients out of the care they need. It introduces a practical framework for building trust, creating emotional connection, and communicating value in a way that resonates.

Through engaging stories, behavioral psychology, and real-world examples, this session empowers doctors to move from simply delivering information to inspiring action. Attendees will walk away with proven communication strategies they can apply immediately — leading to better patient outcomes, stronger financial performance, and a renewed sense of purpose in their work.

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*Dr. Steve Vargo, OD, MBA is the Optometric Practice Management Consultant for IDOC. Since transitioning to a full-time practice management consultant in 2014, Dr. Vargo has performed over 3,000 consultations and coaching sessions with hundreds of independent optometry practices across the country. He speaks regularly at industry conferences, has been published in numerous industry publications, has a regular column in Optometric Management titled "The CEO Challenge", and hosts the popular Eye Own a business podcast. Dr. Vargo has also authored 4 books on the subjects of staff management, leadership and patient communication.*





# SOCIAL EVENTS

## **AAO PARTY!**

**Thursday, October 17**

**5:30 PM - 10:30 PM**

**Fairmont Hotel MacDonald, Empire Ballroom**

Come join us for an evening of great food, drinks, and entertainment! Reconnect with colleagues, make new connections, and enjoy a night full of fun and celebration.

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## **OPTIFAIR TRADE SHOW**

**Friday, October 18**

**5:30 PM - 8:30 PM**

**Edmonton Convention Centre, Hall D**

Optifair is once again fully booked and set to showcase the latest and greatest innovations in the industry. Enjoy delicious food and take advantage of this popular event as a perfect opportunity to reconnect with colleagues and expand your network.

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## **PRESIDENT'S OPEN HOUSE**

**Friday, October 18**

**8:30 PM - 10:30 PM**

**Edmonton Convention Centre, Hall D, Foyer**

Join us after Optifair to mingle with colleagues and enjoy complimentary bites and drinks on us!



# HOTEL RESERVATIONS

## Fairmont Hotel McDonald

10065 100 St NW, Edmonton, AB T5J 0N6

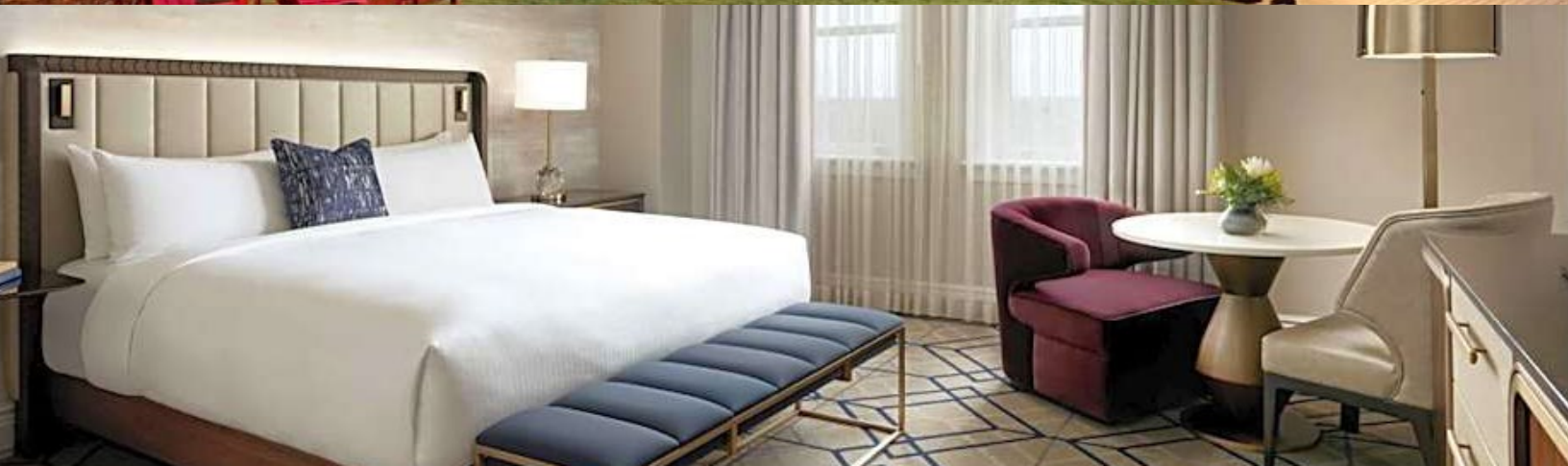
We have exclusive rates for conference attendees starting at \$269 CAD per night.

*Hotel rates do not include GST, the Alberta Tourism Levy, or service charges.*

Reservations can be made by calling the hotel directly at 780-429-6419 or 1-800-441-1414.

Please make sure to mention that you are booking under the Alberta Association of Optometrists.

Or to book online, use this link: [https://book.passkey.com/go/ABAssociation of Optometrists](https://book.passkey.com/go/ABAssociationofOptometrists).



The AAO has discounted room blocks available  
until September 15, 2025.

# CONFERENCE SPEAKERS

## Al Amarshi

*Over the course of 30 years, Al has delivered and implemented programs that drive efficiency in organizational processes while also leading change management initiatives that focus on strengthening service excellence. In his current role, Al directs Eyesafe vision care programming for the Alberta Association of Optometrists, combining his leadership, relationship management and strategic planning experience to provide effective solutions for organizations looking for a custom fit occupational vision care program. Sitting on the Canadian Standards Association committee for Industrial Eye Protection, Al has helped merge compliance, service excellence and simple ordermanagement to make Eyesafe a leader in occupational vision care programs for Albertans.*



## Jennifer Boser

*Jennifer Boser has been in the optometric field since she was 15—starting in a small family practice and never looking back! With over 23 years of experience, she has worn nearly every hat in the clinic and is passionate about making a real difference in both patient care and team success.*

*As a Key Account Manager for Neurolens, Jennifer supports practices across Western Canada, helping them integrate cutting-edge technology into their clinics and achieve life-changing results for their patients. Based in beautiful Calgary, she brings energy, expertise, and a genuine love for the industry to every practice she collaborates with.*

*When she's not discussing prism and patient outcomes, you'll probably find her on the sidelines—cheering for her kids at the hockey rink or volleyball court, coffee in hand and full of team spirit!*



## Dr. Wincy Chung, OD

*Dr. Wincy Chung practices at Mission Eye Care, Centre for Dry Eye and Corneal Disease in Calgary, Canada, where she also completed her residency in cornea and contact lens. She earned her Doctor of Optometry degree from the University of Waterloo. Following in the footsteps of her mentors - Dr. Andrea Lasby, Dr. Sheila Morrison, Dr. Alia Cappellani, Dr. Riaz Ahmed - she is currently pursuing a fellowship of the American Academy of Optometry and Scleral Lens Society.*



## Cole Currie

*Cole Currie is the Business Development Manager at Marketing4ECPs, a leading marketing agency dedicated exclusively to helping independent optometrists grow their practices. After a degree in English Literature at the University of Toronto and certification in content strategy from Humber College, Cole honed his skills as a content writer, crafting blogs, social media content, advertising campaigns, and more for Marketing4ECPs clients.*

*Cole has worked with practices ranging from start-ups to multi-location powerhouses, helping them attract more of the right patients through proven, data-driven marketing frameworks. He brings a deep understanding of both the business side of optometry and the psychology behind what motivates prospective patients to take action. He believes there is a balance between helping exceptional practices find great patients and helping great patients find exceptional practices.*

*Cole's passion lies in helping practice owners connect the dots between great clinical care and smart marketing strategy—and he's excited to share what's working best in today's competitive digital landscape.*





# CONFERENCE SPEAKERS CONT.

## Salim Dharsee

*Salim Dharsee is a skilled and experienced leader with a proven track record managing large teams and products from conception to fruition. Bringing forth the ability to determine product specifications, production timelines, and in-depth plans for product development. An analytical thinker who works collaboratively to get the job done.*

*On the technical side, Salim is proficient in an assortment of development languages and technologies. With a computer science background problem solving, conceptualizing complex systems, and adapting to new technologies like AI comes naturally.*



## Dr. Kristel Jefferies, OD, B.Sc.

*Dr. Jefferies obtained a baccalaureate degree in Biochemistry from the University of Guelph in 2008, and her Doctor of Optometry degree from the University of Waterloo in 2013. She is currently the Vice President of Vision Therapy Canada and obtained her Fellowship with the Optometric Visual Development and Rehabilitation Association in 2020. Dr. Jefferies also provides independent medical opinions and expert medical testimony in litigious cases related to traumatic brain injuries. Dr. Jefferies is also a private practice owner, operating 2 clinics in the Ottawa Valley in Ontario and managing a team of 5 doctors and over 20 employees. Her clinics offer full scope optometric care including low vision assessments, vision therapy, myopia control, specialty contact lenses, as well as dry eye and disease management.*



## Tyler Kemp

*Tyler is a seasoned digital marketer and speaker with over 10 years of experience helping businesses grow — with a specialized focus on the eye care industry. Based in Calgary, he's spent the past 5+ years with Marketing4ECPs, where he's worked closely with optometrists across North America to build patient-centered marketing strategies that drive real results. Tyler is known for turning digital trends into practical, actionable insights, making him a trusted voice for anyone looking to grow their brand in a competitive market. He also shares his expertise on his own platform, TyTalksMarketing, where he offers tools and tips for thriving in the digital space.*



## Dr. Andrew Morgenstern, OD, FAAO

*Dr. Morgenstern is a graduate of Boston University (B.S.) and Nova Southeastern University College of Optometry (O.D.). He completed his optometric training at the Bascom Palmer Eye Institute in Miami, Florida. Dr. Morgenstern is a contract optometrist for the United States Defense Health Agency - Vision Center of Excellence researching acute eye injury, blast eye injury and vision dysfunction associated with Traumatic Brain Injury. He is also a volunteer clinician at the Walter Reed National Military Medical Center in Bethesda Maryland.*

*Dr. Morgenstern serves as the Director of the American Optometric Association (AOA) Clinical Resources Group charged with developing the AOA's Evidence Based Clinical Practice Guidelines. He currently holds the faculty rank of Assistant Professor in the Department of Surgery at the Department of Defense Uniformed Services University School of Medicine. Dr. Morgenstern is a member of the Board of Trustees at the New England College of Optometry and is President and co-founder of the International Keratoconus Academy of Eye Care Professionals.*



# CONFERENCE SPEAKERS CONT.

## Dr. Sheila Morrison, OD, MS, FAAO, FSLs

*Dr. Sheila Morrison grew up in Alberta and is a private practice clinician and educator. She earned her Doctorate of Optometry and Masters Degree in Vision Science, along with a Residency in Cornea and Contact Lens from Pacific University College of Optometry.*

*After serving on faculty at the University of Houston College of Optometry as a full-time clinical professor, Dr. Morrison joined Mission Eye Care (Calgary, AB, Canada) where she is a residency supervisor of the Mission Eye Care Residency in Cornea and Contact Lens and also adjunct faculty at NSU Oklahoma College of Optometry. She is a Fellow of the American Academy of Optometry, the Scleral Lens Education Society, and an awarded member of the International Society of Contact Lens Specialists.*

*Balancing her passion for eye care, she literally runs around—trail racing in the mountains, being a proud girl mom, and traveling the world.*



## Kate Virzi

*Kate Virzi is a passionate marketer with over 15 years of experience in sales and advertising. In her current role as Director of Sales & Client Success at Marketing4ECPs, she leads the team to focus on strategic solutions to drive revenue for eye care practices across North America. With a passion for human connection and strategic relationship building, Kate has built her career helping clients grow their businesses through value-driven tactics and authentic engagement.*

*Her expertise spans across patient acquisition, brand development, and strategic growth, with a focus on delivering measurable results. As a lifelong learner, Kate is committed to both personal and professional development, always seeking new ways to grow while helping others do the same. Whether she's guiding a team, leading a workshop, or educating, her goal is to create meaningful connections with those around her.*



## Dr. Andrea Lasby, OD, FAAO, FSLs

*Dr. Lasby is a residency-trained optometrist and a partner at Mission Eye Care, Centre for Cornea and Contact Lens, in Calgary, Alberta. She serves as the program coordinator for the Mission Eye Care Cornea and Contact Lens Residency Program, affiliated with NSUOCO. Dr. Lasby is a Fellow of both the American Academy of Optometry and the Scleral Lens Society. In her spare time, she is the Immediate Past-President of the Alberta Association of Optometrists—and a dedicated chauffeur for her children's many activities!*



## Dr. Alia Cappellani, OD, FAAO, FSLs

*Dr. Alia Cappellani received her Doctor of Optometry from the University of Waterloo and completed her cornea and contact lens residency at NSU Oklahoma College of Optometry. She is a Fellow of the American Academy of Optometry and Scleral Lens Society. Dr. Cappellani currently practices and assists in resident supervision at Mission Eye Care, Centre for Dry Eye and Corneal Disease in Calgary, Canada.*



# SESSION DESCRIPTIONS

## **Connecting Generations in the Workplace**

Kate Virzi

What really motivates millennials, and what's just a myth?

In a workplace where four generations now coexist, misunderstanding can lead to missed opportunities. Join Kate Virzi, a millennial leader and seasoned marketing director, as she unpacks the truth about one of the most talked-about (and misjudged) generations in the workforce.

- Through humor, stories, and research-backed insights, this session will help you:
- Separate fact from fiction when it comes to millennial stereotypes
- Understand what millennials actually want at work (hint: it's not just ping pong and avocado toast)
- Explore influence strategies rooted in psychology
- Learn how to better connect with, lead, and retain millennial team members
- Build a purpose-driven, inclusive workplace that bridges generational gaps

Whether you're managing millennials, hiring them, marketing to them, or you are one, this session will challenge assumptions and leave you with actionable tools to better engage and energize your team.

## **Demystifying Prism: Understanding the Complexities and Applications of Prism Prescriptions**

Dr. Kristel Jefferies, OD, B.Sc.

Prism is a complex topic in optometric eyewear and is often misunderstood. This lecture will outline the fundamentals of prism including what it is, how it works, deconstructing and understanding prism prescriptions, and common patient applications. Furthermore, this lecture will integrate some demonstrations and hands-on work to help participants gain real life experience in how and why doctors may choose to utilize this important optometric tool.

## **Filters, Fresnels and Foils OH MY!: Learning the Wizardry of Lens Applications**

Dr. Kristel Jefferies, OD, B.Sc.

Filter, Fresnels, and Foils OH MY! This lecture aims to shine light on several less common lens uses and applications. The lecture will review Fresnel Prisms, Bangerter Foils and various types of filters including customized tints, contrast enhancing filters, binasal occlusion, and sector occlusion. Several patient cases will be shared in order to enhance learning through real world examples.

## **Finding the Perfect Fit for Protective Eyewear**

Al Amarshi

This session will provide an understanding of safety compliance as it relates to finding the correct fit. The session will also introduce the "Perfect Fit" tool and show clinic staff how to use the tool to correctly measure gaps. The session will also discuss common themes in the sale of protective eyewear, including the understanding of different frame and lens options.



# SESSION DESCRIPTIONS CONT.

## **Going Beyond 20/20 Vision with Contoured Prism**

Jennifer Boser

This session is designed specifically for opticians to deepen their understanding of Contoured Prism technology and its role in transforming patient outcomes.

We'll explore how modern lifestyles—filled with screens, digital devices, and prolonged near work—contribute to symptoms like eye strain, headaches, Motion sickness, and neck pain. You'll learn the biology behind eye misalignment, how to identify patients who may benefit from Contoured Prism, and how to confidently explain its benefits in everyday language. We'll also dive into a refresher on phorias and prisms, walk through the lens technology, and share real-world patient results and clinical evidence. Most importantly, we'll focus on your role as an optician—how you can reinforce recommendations.

Whether you're new to Contoured Prism or looking to sharpen your skills, this session will leave you empowered, informed, and ready to help patients see (and feel) better than ever

## **How to Use AI to Support your HR and Business Operations**

Alex Paisley

Transform your eye care practice with the power of AI! You'll leave with actionable ways to use AI in your practice today, giving you a competitive edge. We will demystify all the buzz around AI to understand what it can and can't do. Discover how AI can make things smoother and bring your practice into the future in this fast-evolving landscape, so you don't get left behind.

## **Introduction to Optometry and Eye Anatomy**

Dr. Wincy Chung, OD

This presentation provides an overview of optometrists' role in health care and public safety. Optometry maintains visual standards critical to road, occupational, and public safety. We will also cover key anatomical structures of the eye and their functions in the visual process. Emphasis will be placed on how these components interact to allow sight and the structures affected in common conditions such as refractive error, cataracts, posterior vitreous detachment, age-related macular degeneration, and glaucoma. By the end of the session, attendees will gain insights on the full scope of optometry and the anatomical basis for visual disorders.

## **It Starts With You: How and Why Self-Care Translates into Patient Care**

Dr. Kristel Jefferies, OD, B.Sc.

Self-care is a hot topic but is poorly defined in the medical workspace. In this important lecture, participants will learn about why self-care is important in a medical profession, how this becomes an important part of a patient's journey in their practice, as well as some practical ways to start implementing self-care at work and at home.

## **Lenses and Lattes: Learning to Perk Up Your Patient Care**

Dr. Sheila Morrison OD, MS, FAAO, FSLS

Dr. Alia Cappellani, OD, FAAO, FSLS

Start your morning with a fresh take on contact lenses. Explore the world beyond soft lenses in this engaging and practical session designed for clinic staff. From scleral and hybrid lenses to orthokeratology and prosthetic designs, this course will provide an overview of specialty contact lenses—what they are, who they help, and how your role supports successful outcomes. We will discuss fitting processes, discuss handling and care essentials, and highlight real-life cases that showcase how specialty lenses can change lives. Whether you're new to these lenses or just want to brush up on your knowledge, this session is your front-row breakfast seat to the specialty side of eye care.

# SESSION DESCRIPTIONS CONT.

## **Managing Special Populations in Your Office: Catering to the Unique Needs of Neurodivergent Individuals and those with Acquired Brain Injury**

Dr. Kristel Jefferies, OD, B.Sc.

Patients with neurological differences and those with a history of brain injury experience our world differently and may have unique care requirements. Helping these patients to have a comfortable experience within our offices can help optometrists optimize their examination and build patient trust and loyalty. The goal of this lecture is to arm participants with the knowledge to approach these patients with confidence and suggest ways in which to tailor the office experience to make serving this population a seamless and positive experience for all!

## **Many Solutions to the Problem**

Dr. Wincy Chung, OD

With the wide array contact lens solutions available on the market, selecting the most appropriate product can be overwhelming. This lecture will cover the various types of contact lens solutions, their specific purposes, and their key differences. Attendees will learn how to distinguish between different multi-purpose solutions - both across and within brands - and gain insight into their clinical applications. We will also review recommended care regimens and emphasize how proper solution selection can prevent complications, enhance lens performance, and support ocular health.

## **Myopia Management Overview**

Dr. Sheila Morrison OD, MS, FAAO, FSLs

Dr. Alia Cappellani, OD, FAAO, FSLs

This course introduces clinic staff to the growing field of myopia management—a proactive approach to slowing nearsighted progression in children. You'll learn how lifestyle factors, genetics, and eye growth contribute to myopia, and how treatments like specialty glasses, contact lenses, and low-dose atropine can help. We'll cover common patient questions, key terminology, and how to support families throughout their child's care journey. Designed to boost confidence and knowledge, this session ensures staff are equipped to be informed, supportive partners in this essential aspect of modern pediatric optometry.

## **Ocular Surface Disease 101**

Dr. Andrew Morgenstern, OD, FAAO

Ocular Surface Disease (OSD) is one of the most common conditions in the eye and usually has a direct impact on high quality vision required for daily activities. This course will examine the basics and some higher level concepts to improve OSD will be discussed. Particular attention to blepharitis will be discussed.

## **Pediatric Eye Exams**

Dr. Andrew Morgenstern, OD, FAAO

This course will review and discuss the evidence based clinical practice guidelines of the American Optometric Association Pediatric Eye Exam and the direct evidence of why they are critically important. Particular attention will be placed on keratoconus and other progressive diseases that are common in the pediatric community.

# SESSION DESCRIPTIONS CONT.

## **Refractive Surgery Essentials**

Dr. Andrew Morgenstern, OD, FAAO

Refractive Surgery is a critical part of the eye care continuum. Patients will always require improvement in refractive power. Understanding all components of refractive surgery care is a necessary tool to caring for patients.

## **The Answers to Pre-Tests**

Dr. Wincy Chung, OD

Rapid advancements in diagnostic technology have aided optometrists' ability to detect and manage ocular disease with greater accuracy and efficiency. Staying up-to-date with the latest equipment however, can be challenging. This presentation will demystify pre-testing equipment by explaining what each one does, how it functions, and its clinical relevance in optometric care. Attendees will gain a better understanding of the principles behind these technologies, learn how to optimize their operation, and recognize their important role in enhancing patient care and outcomes.

## **The Importance of an Eye Exam**

Dr. Andrew Morgenstern, OD, FAAO

Eye exams save lives. This course will review and discuss the evidence based clinical practice guidelines of the American Optometric Association Adult Eye Exam and the direct evidence of why they are critically important. Actual lifesaving cases will be discussed.

## **The Ten Commandments of Contact Lenses**

Dr. Wincy Chung, OD

This session offers a comprehensive review of essential guidelines for safe and effective contact lens wear. Attendees will learn the "dos and don'ts" of lens handling, disinfection, and storage, with an emphasis on best practices to minimize the risk of contact lens complications. Each "commandment" is grounded in clinical evidence and designed to protect ocular health. We will illustrate potential consequences of non-compliance through clinical cases.

## **Triaging Ocular Emergencies**

Dr. Andrew Morgenstern, OD, FAAO

This course will review different types of ocular emergencies, how to identify them, how to manage as a first responder and refer to the next level of care.

# SESSION DESCRIPTIONS CONT.

## **Understanding the Marketing Funnel to Attract Patients and Staff to Your Practice**

Cole Currie

In today's competitive eye care landscape, successful practices don't just provide excellent clinical care—they also know how to attract and retain both patients and high-quality staff. In this focused session, you'll learn how to use the marketing funnel as a strategic tool to grow your practice from the inside out.

We'll break down each stage of the funnel—from awareness to interest to loyalty—and explore how it applies not only to patient acquisition, but also to attracting top-tier talent. You'll discover how to craft targeted messaging, choose the right platforms, and create experiences that convert interest into action.

Whether you're just getting started with marketing or looking to refine your approach, this session offers practical insights and real-world examples tailored to the unique needs of eye care professionals. Walk away with clear, actionable steps to fill your funnel with the right people—on both sides of the exam lane.

## **Unlocking Better Communication in Eye Care with DISC**

Tyler Kemp

Effective communication is at the heart of every successful eye care practice — with patients, with your team, and even within yourself. In this session, we'll explore the power of the DISC Communication Model and how understanding personality styles can transform the way you lead, serve, and grow.

We'll begin by breaking down what DISC is and how the four behavioral styles (Dominance, Influence, Steadiness, and Conscientiousness) shape the way people give and receive information. From there, we'll dive into real-world examples of how applying DISC in your practice can enhance team collaboration, improve staff morale, and elevate the patient experience.

You'll also learn how to identify your own communication strengths and blind spots — and walk away with practical strategies to adapt your style for stronger connections, fewer misunderstandings, and greater impact in every interaction.

Whether you manage a single practice or multiple locations, DISC can be the key to building a more cohesive, confident, and communicative team.

## **Working With TBI Patients**

Dr. Andrew Morgenstern, OD, FAAO

This course will discuss the eye care provider role in traumatic brain injury (TBI) management. It will review the types of brain injuries and how they are classified into mild TBI, diffuse axonal injury and chronic traumatic encephalopathy (CTE). The etiology and disease course of CTE will be reviewed, especially as it relates to football related head injuries. The course will also describe an ophthalmologic work up for a patient that has experienced a TBI.

## **Behind the Lens: The Why & How of Alcon Multifocal Contact Lens Fitting (Alcon Sponsored Session)**

Dr. Andrea Lasby, OD, FAAO, FSLS

Learn about dual wearers, how patients perceive contact lenses, the implications of their beliefs, and the opportunities they offer contact lens practices. Watch an expert in action as they walk through real-time multifocal fittings, sharing tips, tricks, and troubleshooting strategies you can take straight to your practice.

# 2025 AAO CONFERENCE REGISTRATION FEES

## AAO Member Optometric

Staff Program

|                   | EARLY BIRD* | REGULAR | ONSITE |
|-------------------|-------------|---------|--------|
| Full Registration | \$495       | \$545   | \$645  |
| Friday Only       | \$395       | \$445   | \$545  |
| Saturday Only     | \$395       | \$445   | \$545  |

## Non-Member Optometric

Staff Program

|                   | REGULAR | ONSITE |
|-------------------|---------|--------|
| Full Registration | \$645   | \$745  |
| Friday Only       | \$495   | \$745  |
| Saturday Only     | \$495   | \$745  |

\*Early bird pricing available until September 5, 2025

## Additional Tickets

Members, Spouses or Guests

### THURSDAY, OCTOBER 16

AAO Party | \$90

### FRIDAY, OCTOBER 17

Optifair | \$90

AAO Awards  
Luncheon | \$90

## What's Included?

**Full Registration:** The fee covers all CE sessions, breakfast, coffee breaks, lunches (including the President's Update, Awards, and Keynote), the AAO Party, Optifair, and the President's Open House.

**Thursday Only:** The fee includes all Thursday CE sessions, breakfast, coffee breaks, the Presidents' Luncheon, and the AAO Party.

**Friday Only:** The fee includes all Friday CE sessions, breakfast, coffee breaks, the AAO Awards Luncheon, Optifair, and the AAO President's Open House.

**Saturday Only:** The fee includes all Saturday CE sessions, breakfast, coffee breaks, and the Keynote Speaker Luncheon.

**Early Bird Registrants:** Optometric staff who are active members of the AAO OSP Program, register online, and pay in full by September 5, 2025, will be eligible for a chance to win an early bird prize of a \$100 Visa gift card!

If you are unable to register online, please contact the AAO office at:

- 1.800.272.8843 (within Alberta)
- 780.488.7029 (outside Alberta)

For any other conference inquiries, please email:

[asylvestre@optometrists.ab.ca](mailto:asylvestre@optometrists.ab.ca)

**Cancellation Policy:** Refunds, minus a \$100 administration fee, will be issued if written requests are received by September 13, 2025. No refunds will be granted after that date.



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ALBERTA ASSOCIATION OF OPTOMETRISTS

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**SAVE THE DATE**

October 1-3, 2026

**2026 Annual AAO Conference & Optifair**  
**Calgary, AB**