



BC

DOCTORS OF OPTOMETRY

2019

Annual Conference & OPTOFAIR



Seeing is
Believing

Optometric Staff Program

You're Invited

2019 Annual Conference

President's Invitation



It's my pleasure to welcome everyone to the 2019 Annual Conference, "Seeing is Believing."

I am sure the opportunity to obtain continuing education in person with courses delivered by our line-up of renowned speakers will be invaluable to many of you. There will be many opportunities for you to discuss areas of interest within the optometric profession, catch up with friends and colleagues, and connect and network with our industry partners.

BC Doctors of Optometry is dedicated to your continuous development. Our course offerings this year are more diverse as we aim to address our various interests. We encourage you to take advantage of the exciting program the Continuing Education Committee has put together for you.

Throughout the conference there are opportunities for everyone to believe what they see from the Optofair and cocktail reception on Saturday to the AGM on Sunday.

Thank you for joining us and we hope you have a wonderful time.

Sincerely,

A handwritten signature in black ink, appearing to read "John Lam".

Dr. John Lam, President

Conference Chair's Message



We are excited to present an extraordinary line-up of speakers who will expand your field of vision and keep us updated on the best treatment and care for our patients.

Our fantastic line up of speakers includes Drs. Joseph Sowka, Jay Haynie, Clark Chang, Yin Tea, and Michael Kling. Randy Kojima is back offering an Ortho-K workshop. New for 2019 are COPE approved courses on wellness and legal practices.

We wish to thank the CE committee for their hard work in putting this exciting program together. We hope to see you all there!

Drs. Jenny Tsui & Petar Prpic

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Indications and clinical use: MONOPROST® (latanoprost ophthalmic solution), 50 µg/mL [preservative-free] is indicated for the reduction of intraocular pressure in patients with open-angle glaucoma or ocular hypertension. **Contraindications:** Patients who are hypersensitive to this drug or to any ingredient in the formulation or component of the container. **Most Serious warnings and precautions:** **Hepatic/Biliary/Pancreatic:** Latanoprost has not been studied in patients with hepatic impairment. **Ophthalmologic:** Macular edema, including cystoid macular edema, has been reported during treatment with latanoprost. Latanoprost may gradually increase the pigmentation of the iris or eyelid. It may increase the length, thickness, pigmentation, and number of eyelashes, and may also cause misdirected growth of eyelashes. There is no experience with latanoprost in patients with inflammatory ocular conditions, inflammatory glaucoma, neovascular glaucoma, or congenital glaucoma, and only limited experience with pseudophakic and/or pigmentary glaucoma patients. Latanoprost is not recommended in patients with active intraocular inflammation (i.e., iritis/uveitis), active herpes simplex keratitis or a history or recurrent herpetic keratitis specifically associated with prostaglandin analogues. **Renal:** Latanoprost has not been studied in patients with renal impairment. **Respiratory:** Rare cases of exacerbation of asthma and/or dyspnea were reported from post marketing experience. **Other relevant warnings and precautions:** Caution is advised if using MONOPROST® in pregnant or breast-feeding women. The safety and efficacy of latanoprost have not been established in children. **For more information:** Please consult the product monograph for important information relating to adverse reactions, drug interactions, and dosing information. For a copy of the product monograph, call 1-855-651-4934.

References: 1. Rouland JF et al. Efficacy and safety of preservative-free latanoprost eyedrops, compared with BAK-preserved latanoprost in patients with ocular hypertension or glaucoma. *Br J Ophthalmol* 2013;97(2):196-200. DOI: 10.1136/bjophthalmol-2012-302121. 2. Monoprost [product monograph]. Oakville ON: Laboratoires Théa and Labtician Ophthalmics Inc. October 19, 2017. 3. IMS Data, September 2017.

For more information call **1-888-651-4934** or visit **www.LabticianThea.com**

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1. FDA Press Release: FDA clears first contact lens with light-adaptive technology <https://www.fda.gov/newsevents/newsroom/pressannouncements/ucm604263.htm> April 10, 2018.

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Why Should You Attend?

The Annual Conference & OPTOFAIR is a great opportunity to learn and connect with colleagues. The conference offers over 18 hours of Continuing Education sessions for optometric staff and opticians (OAs). OAs can select up to 12 hours of CE. The annual Awards Luncheon on Sunday, February 24 will celebrate the achievements of member optometrists as well as optometric staff. Your CE attendance hours are electronically scanned and tracked as you go in and out of each CE course and a CE credit report will be emailed to you after the conference.

Schedule of Events

Register Online

2019 BCDO Annual Conference & Optofair
Visit:
<https://myconexsys.com/event/BCDO19>

Early Bird Prize Draw

All BCDO Optometric Staff who register online and pay for the full conference by midnight on January 11, 2019 will be entered to win an **Apple Watch Series 3!** The winner will be drawn during OPTOFAIR on Saturday, February 23, 2019.

Friday, February 22, 2019

- | | |
|-------------------|----------------------|
| 6:00 pm – 8:00 pm | Registration |
| 7:30 pm – 8:15 pm | Product Only Evening |

Saturday, February 23, 2019

- | | |
|--------------------|--|
| 7:00 am – 12:00 pm | Registration |
| 7:30 am – 8:25 am | Hosted CE Breakfasts |
| 8:40 am – 12:55 pm | CE Sessions |
| 1:00 pm – 4:00 pm | OPTOFAIR |
| 6:00 pm – 8:00 pm | 'Seeing is Believing' Cocktail Reception |

Sunday, February 24, 2019

- | | |
|--------------------|----------------------|
| 6:30 am – 4:00 pm | Registration |
| 7:00 am – 7:55 am | Hosted CE Breakfasts |
| 8:05 am – 12:20 pm | CE Sessions |
| 12:25 pm – 1:50 pm | Awards Luncheon |
| 2:00 pm – 4:00 pm | CE Sessions |

Conference Information

Accommodation

The Hyatt Regency Vancouver has extended a special rate of \$215 per night for a standard or double room. There are also additional room options ranging in price up to \$285. These rates do not include taxes. This rate is available until January 21, 2019. When you register online you may make bookings through the site, or you may make reservations directly through Hyatt.

Hotel Contact

Hyatt Regency Vancouver
655 Burrard Street
Vancouver, British Columbia, V6C 2R7

Phone: 1-888-233-1234 - Quote 'BCDO'

Website: BCDO 2019 Conference Hyatt

Parking

Self - \$40.66/Night

Valet - \$50.82/Night

More Hotel Info: vancouver.regency.hyatt.com

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See product instructions for complete wear, care and safety information. © 2018 Menloville SP18 - GL-DAL-18-CANE-0418a

Conference Information

Evening Cocktail Reception

Mingle with colleagues and enjoy drinks and appetizers at our evening cocktail reception. Seeing is Believing in experiencing magic and illusion while listening to the beats of DJ Kyboom. Saturday, February 23, 2019 starting at 6:00 pm, Rogue Kitchen and Wetbar, 200 Burrard Street, Vancouver.

OPTOFAIR 2019

Join your colleagues and industry suppliers during OPTOFAIR, where you'll have the opportunity to receive product information and services, while having a great time! This year's OPTOFAIR will feature dazzling entertainment and a new tasty trade show game.



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PAAB

2019 Annual Conference & OPTOFAIR

Optometric Staff Program | Course Descriptions

Friday, February 22, 2019

<p>7:30 pm 8:15 pm</p>	<p>PO1 OA – 0.75CE COBC: 1.0 RF A 45-minute product only event Visual-Eyes Product Launch: Integrated Lens Ordering <i>Nicole Mueller</i> The new Integrated Lens Ordering system from Visual-Eyes is designed to save your team hours of time by providing access to your supplier’s online catalog. Automatically download your lens parameters and pricing and sell up to date lenses through the newly designed dispensing screen. Fully integrated, this new feature allows you to check your orders for accuracy and send them directly to your lab in a few streamlined steps.</p>
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Saturday, February 23, 2019

<p>7:30 am 8:25 am</p>	<p>B1 OA - 1CE COBC: 2.0 EC How Safe is your Safety Knowledge? <i>Mr. Phil Trickett</i> Do you really understand what safety eyewear is and how it affects those who require such eyewear in their jobs? In this course delegates will learn about eye incidents in BC, CSA frames and lens compliance and benefits of different types of safety lenses and frames for work environments. In addition, delegates will be introduced to Eyesafe online, the new web-based system coming in the New Year.</p>		
<p>8:40 am 9:35 am</p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>OA1/OD2 - 1CE COBC: 2.0 EC Effects of UV Radiation on Your Patients and Your Practice <i>Dr. Justin Bazan</i> Eyecare professionals have the responsibility to inform and educate their patients about UV radiation and ways to protect themselves from the damage that can occur from exposure. Educating patients about appropriate solutions can lead to greater customer satisfaction and profitability. This course will explore the ocular effects of UV damage, how to guard against exposure, and ways to get the UV protection message to your patients and community.</p> </td> <td style="width: 50%; vertical-align: top;"> <p>OA2 - 1CE COBC: 1.0 EC Patient Education on Dry Eye Management <i>Dr. Sherman Tung</i> This lecture will cover common patient education on dry eye management performed at an optometry office. The class will cover warm compresses protocol, lid scrubs, Omega-3 vitamins and much more. We will discuss different type of artificial tears in the market. So, if you ever wonder what’s the difference between Systane Balance or Refresh Liquigel, then this lecture is for you.</p> </td> </tr> </table>	<p>OA1/OD2 - 1CE COBC: 2.0 EC Effects of UV Radiation on Your Patients and Your Practice <i>Dr. Justin Bazan</i> Eyecare professionals have the responsibility to inform and educate their patients about UV radiation and ways to protect themselves from the damage that can occur from exposure. Educating patients about appropriate solutions can lead to greater customer satisfaction and profitability. This course will explore the ocular effects of UV damage, how to guard against exposure, and ways to get the UV protection message to your patients and community.</p>	<p>OA2 - 1CE COBC: 1.0 EC Patient Education on Dry Eye Management <i>Dr. Sherman Tung</i> This lecture will cover common patient education on dry eye management performed at an optometry office. The class will cover warm compresses protocol, lid scrubs, Omega-3 vitamins and much more. We will discuss different type of artificial tears in the market. So, if you ever wonder what’s the difference between Systane Balance or Refresh Liquigel, then this lecture is for you.</p>
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<p>9:45 am 10:40 am</p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>OA3/OD4 - 1CE COBC: 1.0 RF The New Social Media <i>Dr. Justin Bazan</i> Many eye care practices embrace social media as an economical means to connect with patients, fill exam chairs and raise the level of communications. However, if your practice is using social media the same way you have for years, you likely are falling short of unleashing its full potential as a marketing and communications tool that can elevate the eyecare you deliver and be a powerful practice-builder. This course will show you how to replace the first generation of social media with more current methods.</p> </td> <td style="width: 50%; vertical-align: top;"> <p>OA4 - 1CE COBC: 1.0 EC Could Vision Issues Be Contributing to Your Childs’ Learning? <i>Dr. Sandy Johal</i> A detailed look at how binocular vision problems can affect learning. We will go through a symptom list and what to look for in your paediatric population. We will be looking at simple tests and questionnaires to add to pre-testing to find children that struggle with learning due to a binocular dysfunction. Case studies will be presented to show the progression of a patient involved in a vision therapy program.</p> </td> </tr> </table>	<p>OA3/OD4 - 1CE COBC: 1.0 RF The New Social Media <i>Dr. Justin Bazan</i> Many eye care practices embrace social media as an economical means to connect with patients, fill exam chairs and raise the level of communications. However, if your practice is using social media the same way you have for years, you likely are falling short of unleashing its full potential as a marketing and communications tool that can elevate the eyecare you deliver and be a powerful practice-builder. This course will show you how to replace the first generation of social media with more current methods.</p>	<p>OA4 - 1CE COBC: 1.0 EC Could Vision Issues Be Contributing to Your Childs’ Learning? <i>Dr. Sandy Johal</i> A detailed look at how binocular vision problems can affect learning. We will go through a symptom list and what to look for in your paediatric population. We will be looking at simple tests and questionnaires to add to pre-testing to find children that struggle with learning due to a binocular dysfunction. Case studies will be presented to show the progression of a patient involved in a vision therapy program.</p>
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2019 Annual Conference & OPTOFAIR

<p>10:55 am 11:50 am</p>	<p>OA5 - 1CE COBC: 1.0 EC Triaging Red Eye <i>Dr. Surjinder Sahota</i> Properly triage of ocular emergencies is part of every optometric practice. Patient's symptoms about their eyes need to be addressed appropriately and can make a critical difference between a good and bad outcome. This course will help you ask the right questions to get the information needed so the urgency of seeing the patient can be best determined. This course will also include a review of basic ocular emergencies optometric offices encounter along with tools to help best take care of these patients.</p>	<p>OA6 - 1CE COBC: 1.0 EC Cutting Edge Cataract <i>Dr. Mahnia Madan</i> This course will provide an overview of cataracts and how they affect our patients lives. You will see cataract management from a patient's prospective, and learn about cataract diagnosis, pre-operative, surgical and post operative care. Lastly, we will also discuss the various types of intraocular lenses that are available.</p>
<p>12:00 pm 12:55 pm</p>	<p>OA7 - 1CE COBC: 1.0 EC How to Incorporate Vision Therapy into an Office <i>Dr. Justin Bazan</i> In this course you will learn how to incorporate vision therapy into an office. You will learn how to introduce VT to staff members. Learn what VT equipment we added, including VIVID vision. Learn how we built out the VT room. Learn how it helps patients, fee structures and how to promote it in an office.</p>	<p>OA8 - 1CE COBC: 1.0 EC Binocular Harmonization Technology Technical level II <i>Mr. Bob Alexander</i> This course teaches a new technology that manages the way that the two eyes work together in progressives. Called Binocular Harmonization Technology, it optimizes the design of both lenses, no matter the distance Rx, so that the eyes receive equal accommodative support. HOYA believes that this is the 1st lens technology that addresses the anisometric prescription with a binocular solution. <i>Supported with an Unrestricted Education Grant from Hoya Vision Care</i></p>
<p>1:00 pm 4:00 pm</p>	<p>OPTOFAIR Regency Ballroom 3rd Floor</p>	
<p>6:00 pm 8:00 pm</p>	<p>Seeing is Believing Cocktail Reception</p>	

2019 Annual Conference & OPTOFAIR

Sunday, February 24, 2019

<p>7:30 am 8:25 am</p>	<p>B2 OA - 1CE COBC: 1.0 RF Just Get on With It <i>Gina Best</i> Are you hesitant to take the steps to get what you want? The reality is life will always get in the way. You still have to get on with it. In this workshop we will talk about how you keep putting one foot in front of the other to get where you want to go. We will put some goals in place to get you where you want to be and then actually put a plan in place. This way even when things get crazy, we can keep moving forward. You will leave with a plan to follow regardless of what is going on.</p>	
<p>8:35 am 9:30 am</p>	<p>OA9/OD11 – 1CE COBC: 1.0 EC Keeping the New Customer Experience Relevant in a Changing Eye Care Economy <i>Dr. Michael Kling</i> With the exception of new medical technology, the process of delivering eyecare has remained relatively unchanged for the past 50 years. Our profession has recently seen a disruptive challenge to the way we deliver eyecare with virtual, online and mobile eye exams. While these new controversial delivery models are being evaluated in the legal arena, how we as consumers are shopping has remained unchallenged. For our practices to compete for this new economy, and for the next generation's business, it is imperative that we become relevant, creative and efficient while offering a unique shopping experience. In this course, we present a vision for the future of eyecare delivery, including how we design, build and operate our practices. We'll discuss the power of branding and storytelling, the impact of the millennial shopper, how the new interactive retail experience might look and what the most innovative companies in the world are doing today to continue to offer an engaging customer experience.</p>	<p>OA10 – 1CE COBC: 1.0 RF Business Building <i>Gina Best</i> Scale up your business in your everyday schedule. We all have lots of ideas and great intentions, then work gets in the way. It's time to be intentional about building. Pick one specific idea and see it through to build business. It takes consistency and effort to make it happen. We will brainstorm business building ideas and you will leave the workshop with the tools to see it through day after day.</p>
<p>9:40 am 10:35 am</p>	<p>OA11/OD12 - 1CE COBC: 2.0 EC Contemporary Keratoconus Treatment Strategy <i>Dr. Clark Chang</i> Keratoconus KCN carries devastating visual consequences. Therefore, it is imperative for optometrists to assist patients in navigating through new treatment recommendations to maximize clinical outcome. This course will discuss the most current KCN management paradigm including disease stabilization and other adjunctive treatment technologies.</p>	<p>OA12 - 1CE COBC: 1.0 RF Marketing Your Clinic <i>Michelle McLeod, OSI</i> Marketing your Clinic" is a crucial course for all optometric leaders who want to ensure that their message is being heard by current or future patients and purchasers. We will take a fun look at the pillars of marketing including clarifying your message, creating a unique selling proposition and finding creative ways to communicate that message to your audience. Don't be the best kept secret in town, leave this course with an action plan to get noticed!</p>

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<p>10:50 am 11:45 am</p>	<p>OA13 – 1CE COBC: 1.0 EC Eye Care for All: Working with Children with Special Needs? <i>Dr. Errin Bligh</i> Children with developmental or intellectual disabilities have a higher rate of vision disorders that, unfortunately, often go undetected or untreated. This course will outline the most common challenges faced by patients with special needs in a primary eyecare setting, as well as provide tips and suggestions for ensuring a positive experience in the office - for the patient, and for you!</p>	<p>OA14 - 2CE COBC: 2.0 EC Edging Myths and Realities (and Is It Worth It?) <i>Tom Weissberger</i> Attendees will learn the 15 presentations on edging in-house, the benefits and challenges. Further, participants will learn basics of edging and mounting, followed by more advanced techniques (there is no real difference in preparing and laying out bifocals and PAL's vs single vision), advanced procedures are more about the type of mount).</p>
<p>11:50 am 12:45 pm</p>	<p>OA15/OD15 - 1CE COBC: 2.0 CL Conquering the Keratoconus Contact Lens Challenge <i>Dr. Clark Chang</i> Contact lens management in keratoconus patients can be complex. On the other hand, it is also a rewarding process for both clinicians and patients as well-fitted contact lenses can achieve significant improvements in patients' visual functions and quality of life. Modern contact lens technologies have further enhanced the therapeutic properties and clinical successes of these treatment modalities. This course will review a wide spectrum of contact lens options and their applications in managing the irregular cornea population.</p>	<p>Each attendee is asked to bring their own frames and lenses for this workshop. There will be an opportunity for three attendees to participate in a hands-on experience to edge the glasses themselves. Each pair will require 10 - 15 minutes. The three participants will be drawn at the workshop.</p> <p><i>Supported with an Unrestricted Education Grant from Essilor Canada</i></p>
<p>12:45 pm 2:15 pm</p>	<p>Awards Luncheon A Celebration of Achievements by Member Doctors & Optometric Staff</p>	
<p>2:20 pm 3:15 pm</p>	<p>OA16 - 1CE COBC: 2.0 RF Customer Service Revolution <i>Elaine Pedersen, OSI</i> When it comes to customer service, good is no longer good enough! Discover how to revolutionize your customer service and exceed your patients' expectations. Learn the 3 C's necessary to deliver first class customer service and how to create a lasting impression.</p>	<p>OA17 - 1CE COBC: 2.0 EC Pharmacology for Opticians and Optometric Assistants <i>Dr. Petar Prpic</i> Medications play an important role in the Optometric setting. From the diagnostic drops that are used on a daily basis to the long lists of systemic medications our patients may be taking. This course will help optometric assistants and opticians understand why these medications are important to us, but more importantly, why their understanding is vital to providing safe and effective care.</p>
<p>3:20 pm 4:15 pm</p>	<p>OA18 - 1CE COBC: 1.0 RF Creating A Culture of Trust <i>Dr. Michael Kling</i> We are biologically created to trust one another. Our survival depends on it! Therefore, we all want (and need) to trust and be trusted. And your role as a leader in your organization is to create a "circle of trust" that allows you and your team to not just survive, but to thrive. The conditions inside that circle are the only thing that matters. Ever considered why some follow your advice without hesitation, while others question everything you do? Often, it simply comes down to trust. We trust others that show integrity, make things happen and get results. We'll dig into what trust really is, how nature has programmed us to trust others, what's required to earn someone's trust, and how we can utilize these principles in our practice to create a culture of trust with our patients and staff.</p>	

2019 Annual Conference & OPTOFAIR

Terms and Conditions

Payment

All prices are in Canadian dollars (\$ CAD) and are subject to 5% GST. Our secure server will process Visa and Mastercard. Charges on your credit card statement will appear as **BC Association of Optometrists**. Please make cheques payable to: **BC Association of Optometrists** 121-10551 Shellbridge Way, Richmond, BC, V6X 2W8.

Early Bird Prize Terms

To qualify for the Early Bird prize, you must be a BC Doctors of Optometry OSP member, registered online through Conexsys registration portal by January 11, 2019, and be in attendance at OPTOFAIR on February 23, 2019.

Schedule and Speaker Changes

Schedules and speakers are subject to change to accommodate emergent situations. Visit the website for any changes as well as other important updates. Delegates will also be sent notifications via email regarding changes whenever possible or will be informed through announcements on-site throughout the conference. BC Doctors of Optometry (BCDO) reserves the right to cancel its Annual Conference, or any part of the meeting, due to unforeseen circumstances, or limit enrollments. In such circumstances, any costs incurred, such as airline or hotel penalties, are the responsibility of the individual.

Cancellation and Refund Policy

A \$75.00 + GST administration fee will apply to all refunds. Cancellations must be in writing and submitted by January 11, 2019 for full refunds; 50% refunds will be issued if cancellations are made between January 12, 2019 to February 8, 2019. No refunds for cancellations made after February 9, 2019 will be issued.

Course Registration and Attendance

Course registrations are limited due to room capacities and admittance will be based on time of registration. The name badge provided in your delegate registration is required to be visible for entry into any course. Each course attendee's badge will be scanned upon entry and exit to verify complete attendance and continuing education (CE) credits will be electronically recorded. Course auditing is not permitted. All attendees are required to attend the full length of the course. Each registrant must attend a minimum of 50 minutes of each 1 hour to obtain credit. If an attendee attends anything less than the minimum requirement, the attendee will not receive CE credit.

Evaluation and CE Credits

Delegates are requested to complete an evaluation of each session they attend. The evaluation will be sent by e-mail at the end of each day of the Conference to the email address that was provided upon registration for this event. Continuing Education Verification letters will be sent by e-mail to each delegate within **four weeks** of completing the evaluation. It is the delegate's responsibility to file our credits with your College or Licensing authority. Please retain your verification letter as it is the responsibility of the delegates to maintain their continuing education records for reporting to your appropriate college or licensing authority.

Course Notes

Course notes, if they have been provided by the session speaker, will be available for download before the conference. Delegates will receive an email with download instructions closer to the conference.

Photo, Audio and Video Recording

Select continuing education courses may be audio recorded for future use. Please note personal audio and/or video recording of any presentation is not permitted and cannot be rebroadcasted. All delegates accept that they may be photographed or video recorded during the event. Consent is hereby provided to the Association to use delegates' images with or without their names and whether alone or with other persons, for the purpose of promotional or educational material, publications, on the Association website or via any other form of media. All delegates waive any right to inspect or approve the image, and to be compensated. Furthermore, delegates agree to hold the Association free and harmless from any claims when used lawfully within the scope described above.

2019 Annual Conference & OPTOFAIR

Delegate Information

Delegates who sign up for a sponsored event (including breakfasts, lunches, reception events, etc.) will have their names shared with sponsors after the conference. Our Diamond Corporate Partners will receive the list of names of all delegates after the conference.

Electronic Communication

Delegates who register for the BCDO Annual Conference agree to receive electronic communications from BCDO that are related to the current conference, along with other events.

Privacy Policy

The Association is the sole owner of the information collected on our websites. We do not sell, share or rent this information to third parties or partners, unless clearly indicated. The importance of security for all personally identifiable information associated with our customers and members is of utmost concern to us. This site has security measures in place to protect against the loss, misuse and alteration of the information under our control. When you register on our website, we use your information to process and fill your registration. We may send you an e-mail to confirm or to update you on your registration. We may also need to contact you by regular mail, email or phone if we have any questions about your registration. If you have voluntarily provided information, then you have consented to the collection, use and disclosure of your personally identifiable information as described in this privacy policy. We will not use personal information for any purpose other than that for which you consented.