



South Carolina  
Optometric  
Association

# 102nd Annual Meeting

December 10 - 13, 2009

Myrtle Beach Marriott Grande Dunes





# Optometric Program

\*Indicates COPE approved Optometric Lectures.

## Thursday, December 10<sup>th</sup>

7:00 am - 4:30 pm	Registration
7:00 am - 8:15 am	Past Presidents Breakfast
7:00 am - 8:15 am	Continental Breakfast
8:15 am - 11:15 am	*Advances in Glaucoma Therapy - Jim Thimons, O.D., F.A.A.O.
11:15 am - 11:30 am	BREAK
11:30 am - 12:30 pm	Advances in Anterior Segment Therapy - Jim Thimons, O.D., F.A.A.O.
12:30 pm - 1:45 pm	Lunch on your own
1:45 pm - 3:45 pm	*Oral Medication Grand Rounds - Paul C. Ajamian, O.D., F.A.A.O.
3:45 pm - 4:00 pm	BREAK
4:00 pm - 6:00 pm	*My Favorite Cases - Paul C. Ajamian, O.D., F.A.A.O.

## Friday, December 11<sup>th</sup>

7:00 am - 4:30 pm	Registration
7:00 am - 8:00 am	Continental Breakfast
8:00 am - 10:00 am	*Using New Technology to Improve Quality of Care Part 1 - John A. McGreal, O.D.
10:00 am - 11:00 am	*Grand Round of Cases detected with SD OCT but missed with TD OCT Jerome Sherman, O.D., F.A.A.O.
11:00 am - 12:30 pm	Business Meeting
12:30 pm - 2:00 pm	Lunch: In Exhibit Hall
2:00 pm - 3:00 pm	*The Peripheral Retina - Jerome Sherman, O.D., F.A.A.O.
3:00 pm - 3:30 pm	BREAK
3:30 pm - 5:30 pm	*Using New Technology to Improve Quality of Care Part 2 - John A. McGreal, O.D.
5:30 pm - 7:00 pm	Wine and Cheese Reception in Exhibit Hall

## Saturday, December 12<sup>th</sup>

7:00 am - 4:30 pm	Registration
7:00 am - 8:00 am	Continental Breakfast
8:00 am - 10:00 am	*The Not So Simple Red Eye - Jerome Sherman, O.D., F.A.A.O.
10:00 am - 11:00 am	SCOA Elections
<b>10:30 am - GOLF!</b>	<b>SCOAPAC Golf Tournament - Tee times are 10:28 am - 11:24 am - see page 6</b>
11:00 am - 11:30 am	Break in Exhibit Hall
11:30 am - 1:30 pm	*Clinical Nutrition: Update for 2009 - Kimberly Reed, O.D., F.A.A.O.
1:30 pm - 6:30 pm	Free Time
6:30 pm - 8:30 pm	President's Reception
9:00 - until	Club SCOA

## Sunday, December 13<sup>th</sup>

7:30 am - 8:30 am	Continental Breakfast
8:30 am - 9:30 am	*Therapeutic Drug Update - Kimberly Reed, O.D., F.A.A.O.
9:30 am - 11:30 am	Current Concepts in Refractive Surgery - H. Keith Riddle, Jr., M.D.
11:30 am	Annual Meeting Adjourns



**Don't forget to register for the 1st Annual SCOAPAC Golf Tournament - space is limited!!**

# Para Optometric Program



## Friday, December 11<sup>th</sup>

7:00 am - 4:30 pm	Registration
7:00 am - 8:15 am	Continental Breakfast
8:15 am - 10:15 am	Innovative Materials and Technologies Update - Essilor
10:15 am - 10:30 am	Break
10:30 am - 12:30 pm	Understanding the new Medicare Guidelines - John A. McGreal, O.D.
12:30 pm - 2:00 pm	Lunch in Exhibit Hall
2:00 pm - 3:00 pm	The Role of a Para Optometric - J. Greg Bailey, O.D.
3:00 pm - 3:30 pm	Break in Exhibit Hall
3:30 pm - 4:30 pm	Managing Astigmatism/Presbyopia – SynergEyes
4:30 pm - 5:30 p.m.	Medicaid from the Practice Perspective - Emily Osetek, Sourcenet Medical Billing
5:30 pm - 7:00 pm	Wine and Cheese Reception

## Saturday, December 12<sup>th</sup>

7:00 am - 10:00 am	Registration
7:00 am - 8:00 am	Continental Breakfast
8:00 am - 9:00 am	What's New in Review - Nancy Castner, VSP
9:00 am - 9:45 am	Business Meeting/Roundtable
9:45 am - 10:00 am	Break
10:00 am - 11:00 am	Practice Management presented by OOGP
11:00 am - 12:00 pm	Medicare Update - Deidre Bibbs Palmetto GBA Education Department
12:00 pm - 6:30 pm	Free Time
6:30 pm - 8:30 pm	President's Reception
9:00 pm - Until	Club SCOA

## Continuing Education Credits

Participants will receive continuing education credit based on the number of hours earned by attending sessions. **PARTIAL CREDIT WILL NOT BE GIVEN FOR COURSES.** CEU cards will be issued when you pick up materials at the convention and will be validated after each session. Each session is monitored according to SC State Board regulations. Monitors will collect CEU cards and record the time the O.D. takes a personal break. **Anyone exceeding a 10 minute limit will not receive continuing education credit for that session.**

Upon completion of desired number of relicensure hours, simply return your CEU card to the convention registration desk for monitor's signature. You will be given a copy of your validated card for your records. **It is the conferee's responsibility to confirm credit has been submitted to the appropriate State Board offices.**

The SC Optometric Association is not responsible for any fines or penalties assessed for continuing education not reported to the desired agencies. Per the SC Board of Examiners in Optometry policy, ODs are responsible for keeping copies of their CEU cards if asked for an audit. SCOA can no longer report hours for ODs.



# Optometric Program Speakers



**Paul C. Ajamian, O.D., F.A.A.O.** is the Center Director of Omni Eye Services of Atlanta, the country's first true Comanagement and Disease Referral Center. He is the CE Chairman of SECO International, and his popular column "Comanagement Q and A" appears in Review of Optometry each month. He is a past President, Legislative Chair, and PAC Chair of the Georgia Optometric Association and currently is serving as a Trustee from the Atlanta district. He is a frequent speaker on the lecture circuit at local, regional and national meetings.



**John A. McGreal, OD** is a graduate of Albright College and the Pennsylvania College of Optometry. He was Chief of Eye Services at Greater Atlantic Health service in Philadelphia, where he also had a private practice. He was a founding partner in Vision Care Consultants, a managed eye care company in Pennsylvania. He was Center Director and Vice President for Vision America Incorporated for seven years. Currently, he is Director of the Missouri Eye Associates, a medical and surgical private practice in St. Louis. He is Associate Professor at the University of Missouri School of Optometry where he teaches Ocular Pharmacology and Clinical Medicine. He is adjunct faculty at the University of California, Berkeley School of Optometry and the Pennsylvania College of Optometry. He is internationally recognized for his educational endeavors. He served on the continuing education committee for the North Central States Optometric Council and is past member of the Congress continuing education subcommittee of the American Optometric Association. He is a clinical examiner for the National Board of Examiners in Optometry. He was the 42nd Peter's Memorial Lecturer at the University of California. He was the Nussenblatt Lecturer at the University of Houston in 2004. He was the 1998 Missouri Optometrist of the Year. He was the 2005 University of Missouri School of Optometry Educator of the Year.



**Kimberly Reed, O.D., F.A.A.O.** earned her undergraduate degree in 1986 from Auburn University, and her Doctor of Optometry degree from the University Of Alabama Birmingham College Of Optometry. She then completed her residency at the Illinois College of Optometry where she spent an additional two years as a clinical faculty member. Dr. Reed has been with NSU's College of Optometry since 1993, and has held a variety of teaching and administrative positions during her tenure. Currently, she teaches Ocular Disease and Therapeutics and in the third year primary care clinic. Dr. Reed has been actively involved in several accreditation activities for the College and NSU. Her focus is anterior segment diseases of the eye, pharmaceuticals, and nutrition. Dr. Reed is an active member of several national organizations serving optometry and education.



**H. Keith Riddle Jr., M.D.** has extensive LASIK experience dating back to 1996 where he participated in FDA studies. He has served as the Co-Medical Director of TLC Charleston and Co-Medical Director of Laser Vision Correction at Carolina Centers for Sight along the Grand Strand. Dr. Riddle received his medical degree from the Medical University of South Carolina (MUSC) and completed his residency at the Storm Eye Institute where he served as Chief President. He was then selected for a prestigious corneal fellowship in Laser Vision Correction and corneal transplantation at Corneal Consultants of Indiana. Dr. Riddle is a member of the American Academy of Ophthalmology, the American Society of Cataract and Refractive Surgery, and the South Carolina Medical Association. Dr. Riddle currently performs eye surgery at Laurens and Newberry County Hospitals. Dr. Riddle has participated in FDA studies on laser vision correction and has authored papers in leading ophthalmology journals.



**Jerome Sherman, O.D.**, is perhaps optometry's most prolific writer, publishing over 650 clinical articles, research manuscripts, book chapters and two CDs. He is senior author of three books that were published in 2007, and has delivered over three thousand lectures both nationally and internationally. He has served as a contributing editor for several optometric magazines. Having graduated from Pennsylvania College of Optometry, he presently holds the position of Distinguished Teaching Professor at State University of New York College of Optometry and the Schnurmacher Institute of Vision Research. Concurrently, he maintains a private practice, The Eye Institute and Laser Center, in New York City. Dr. Sherman is a founding member of both the International Foundation for Optic Nerve Disease (IFOND) and the Optometric Retina Society (ORS) and is now the President of ORS.



**Jim Thimons, O.D, F.A.A.O.** is a 1978 graduate of Ohio State University College of Optometry. He completed his hospital residency at the Chillicothe, VA Medical Center in 1979 and then served as Chief, Optometry Service until 1985. He then accepted the position of Center Director at Omni Eye Services, Fairfax, Virginia and served in that role until 1989 when he became Chairman, Department of Clinical Sciences, and Director, Glaucoma Institute at the State of New York. In 1998, he accepted the position of Executive Director of TLC and Ophthalmic Consultants of Connecticut. Dr. Thimons has received numerous awards for his service to the profession and has published extensively in the area of ocular disease. He is a nationally and internationally acclaimed speaker. In 1999, he was awarded Optometry's Top Educator and was selected as one of the Top Ten ODs of the decade by Optometric Management. In 2005 he was inducted into the Optometry Hall of Fame. He recently served as President, Connecticut Association of Optometrists and is now serving the AOA as a member of the Millennium Project Team.

# Para Optometric Program Speakers



**J. Greg Bailey, OD** was born in 1955 and was raised in South Carolina and is a 1973 graduate of Irmo High School. Dr. Bailey received his Bachelor of Science degree from the University of South Carolina in 1977 and graduated from Southern College of Optometry in Memphis in 1982. He then went in to private practice in Lexington SC in 1983 where he currently lives with his wife, Kate and son Mitchell. He is a member of the AOA, SCOA, past president and member of the Lexington Chamber of Commerce and Saxe Gotha Presbyterian Church. He enjoys the outdoors and spending time in Bat Cave, NC.



**Deidre Bibbs** is a native of Columbia, SC and graduated from Columbia College Cum Laude with a Bachelor of Arts in Public Affairs. She completed her Master of Business Administration (MBA) degree in 2005 and a Master of Arts degree in Management in Leadership in 2007 at Webster University. She is currently pursuing a Ph.D. in Applied Management & Decision Sciences at Walden University. Deidre brings nine years of experience in the health insurance field, including over five years of Medicare contractor experience in all areas of provider education. Her experience includes addressing and resolving critical issues affecting suppliers and providers referred by the Benefit Integrity Unit, Congressional offices and the Centers for Medicare and Medicaid Services (CMS). Currently she is employed as a Medicare Ombudsman at Palmetto GBA. Her previous work experience consists of 5 years experience as paralegal and 13 years of experience in retail management.



**Nancy Castner** has been with Vision Service Plan for twenty one years and has held positions as Account Executive and Field Service Representative prior to her current position as Field Specialist/Provider Relations. Prior to VSP, Nancy was Executive Administrator of Co-Optical, a buying group. She served as Director of Alumni Relations at the Illinois College of Optometry and held the position of Administrative Director with the Illinois Optometric Association. Fifteen years of voluntary service with VOSH and I CARE have included six trips to Third World countries.



**Emily M. Osetek**, President of Sourcenet brings over 20 years of hospital/medical and business financial management experience to SourceNet. Before purchasing SourceNet, Emily owned and operated her own consulting company, HBBC. Emily also held the position of President for Medical Intercept Systems (MIS), a division of PhyServ, Inc. while reengineering the company for a profitable sale. Prior to MIS, Emily held executive management positions for Hill-Rom Inc., Medaphis Physician Services (now PerSE) and Rex Hospital. She is active with the Healthcare Billing and Management Association and is Director for the S.E. Region consisting of seven states. Emily is also a certified CHBME with HBMA. Emily holds a Bachelors of Science in Business.



**SCOA 2010 and 2011 Annual Meeting**  
**We're moving to the summer!**  
**Plan a vacation in Myrtle Beach!**

**August 26 - 29, 2010**  
**August 25 - 28, 2011**

# Accommodations and Annual Meeting Headquarters



**Make your Reservations Now!  
Room block released after November 9, 2009**

The **Myrtle Beach Marriott Resort & Spa at Grande Dunes** will serve as headquarters of the SCOA Annual Meeting.

Room rates are \$116 plus tax. Wheelchair accessible rooms are available. Please be sure to notify the **Myrtle Beach Marriott Resort & Spa at Grande Dunes** directly if you require assistance due to a disability. You can make reservations by calling 800-644-2881. Be sure to mention the SCOA Annual Meeting to receive the SCOA room rate! **For those wishing to stay a little longer, SCOA rates will be offered three days prior and three days after the Annual Meeting.** Check-in is at 4 pm and check-out is at 11 am. The Myrtle Beach Marriott Resort and Spa at Grande Dunes offers ample complimentary self-parking for attendees. Valet parking is currently \$18 per day.

## NEW - SCOAPAC Golf Tournament

**Myrtlewood Palmetto Gold Course \$120 per player**

**Saturday, December 12th**

**Tee Times 10:28 am to 11:24 am - Separate Registration Required**



A favorite of golfers visiting the Myrtle Beach area for over 30 years, the Palmetto Course has been continuously ranked as one of the top repeat-play courses along the Grand Strand. The course is landscaped for optimum play. The accommodating slope of the fairways, delineation of old growth pines, the ease of TifDwarf Bermuda grass greens, and of course hazards, offer the challenge to golfers of every level of play. At Par 72, the 6,977 yards are a consistent demand of your skills. Proceeds from the tournament will benefit the SCOAPAC fund. **Space is limited - Register today!**

## Registration Information

**Early Bird registration expires October 31, 2009. All Registrations are requested by November 9, 2009.**

**Registrations after this date will be charged the on-site fee.** Complete the enclosed registration form & mail along with your payment to: **SCOA • 2730 Devine Street • Columbia, SC 29205**  
**Or FAX 803-799-1064**

Convention registration fee includes: all continuing education, continental breakfast, refreshment breaks, luncheons, and receptions. **ADDITIONAL LUNCHEON & RECEPTION TICKETS MUST BE PURCHASED FOR SPOUSE/GUESTS.** Name badges are used for admission to ALL social and food functions. Please be sure to wear your badge at all times and make certain the SCOA has a list of names of guests and the events they will attend if you are purchasing additional meals. Should you have any questions, please call Jackie Rivers at the SCOA office at 803-799-6721 or toll free at 877-799-6721.

Registration fee is waived for 2009 Graduates who are newly licensed SC optometrists, with SCOA membership. Simply indicate on the registration form.

## Cancellations/Substitutions

Cancellations received through November 9, 2009 will yield a full refund. Cancellations made November 10 and onward will yield a refund less a \$50 processing fee. Substitutions are permitted at any time. Please alert the SCOA office of any changes.

Attendees' cell phones & beepers should be off or silent during the SCOA Annual Meeting out of respect to all guests and speakers.

# SCOA Annual Meeting Registration Form

Please complete SCOA Annual Meeting Registration Form and mail with payment or fax to:  
SCOA Annual Meeting · 2730 Devine Street · Columbia, SC 29205 · Fax 803-799-1064

Type or NEATLY print information as you would like it to appear on convention materials. PLEASE only register one person per form; feel free to photocopy form for additional registrations. Or, call the SCOA office at 803-799-6721 or toll free at 877-799-6721 for additional forms.

Name for Badge: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone:(\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Visa/MasterCard #: \_\_\_\_\_ Expires: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ CCV Code: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

## O.D. Registration - MEMBER RATES:

- |  |       |
|--|-------|
| <input type="checkbox"/> 2009 New Graduate (SC Licensed, <b>SCOA member only</b> ) | FREE  |
| <input type="checkbox"/> SCOA/AOA <b>Member Early Bird</b> (Postmarked by 10/31)   | \$395 |
| <input type="checkbox"/> SCOA/AOA <b>Member</b> (Postmarked after 10/31)           | \$430 |
| <input type="checkbox"/> SCOA/AOA <b>Member</b> (On-site)                          | \$465 |

## O.D. Registration - NON MEMBER RATES:

- |  |       |
|--|-------|
| <input type="checkbox"/> SCOA/AOA <b>Non - Member Early Bird</b> (Postmarked by 10/31) | \$695 |
| <input type="checkbox"/> SCOA/AOA <b>Non - Member</b> (Postmarked after 10/31)         | \$730 |
| <input type="checkbox"/> SCOA/AOA <b>Non - Member</b> (On-Site)                        | \$765 |

## Para Registration - MEMBER RATES:

- |   |      |
|---|------|
| <input type="checkbox"/> SC Para Optometric | \$75 |
|---|------|

### Second Registration is FREE

Additional registration, three or more, are \$50 each.

I would like to purchase \_\_\_\_\_ additional Para registrations for \$50 each.

List second **FREE** Registrant here: \_\_\_\_\_

Please list additional names here: \_\_\_\_\_

- |   |       |
|---|-------|
| <input type="checkbox"/> SC Para Optometric <b>Member</b> (On-site) | \$100 |
|---|-------|

## Para Registration - NON MEMBER RATES:

- |   |       |
|---|-------|
| <input type="checkbox"/> SC Para Optometric <b>Non - Member</b>           | \$100 |
| <input type="checkbox"/> SC Para Optometric <b>Non - Member</b> (On-site) | \$125 |

## Spouse/Guest Registration:

- |  |       |
|--|-------|
| <input type="checkbox"/> <b>Early Bird</b> (Postmarked by 10/31) | \$75  |
| <input type="checkbox"/> Postmarked after 10/31                  | \$90  |
| <input type="checkbox"/> On-Site                                 | \$140 |

## NEW THIS YEAR SCOAPAC GOLF TOURNAMENT! LIMITED SPACE!

Myrtlewood - Palmetto Golf Course - Saturday, December 12th

Tee times are 10:28 am - 11:24 am

REGISTER ME:

\$120 per player

## Tickets for Social Events for those not registered as a Spouse/Guest:

- |   | Adult        | Children     |
|---|--------------|--------------|
| <input type="checkbox"/> Additional Luncheon - Friday (Adult/Child under 12)      | ___ \$15 ea. | ___ \$10 ea. |
| <input type="checkbox"/> Additional Luncheon - Saturday (Adult/Child under 12)    | ___ \$15 ea. | ___ \$10 ea. |
| <input type="checkbox"/> Wine and Cheese - Friday (Adult/Child under 12)          | ___ \$20 ea. | ___ \$10 ea. |
| <input type="checkbox"/> Presidential Reception - Saturday (Adult/Child under 12) | ___ \$40 ea. | ___ \$15 ea. |

Names for additional tickets: \_\_\_\_\_ **Total Due \$** \_\_\_\_\_

- Please check if you or your registered spouse/guest are disabled & may require assistance from SCOA staff.



SC Optometric Association  
2730 Devine Street  
Columbia, SC 29205  
803-799-6721 toll free 877-799-6721  
www.sceyedoctors.com



## 2009 Annual Meeting Registration Materials

# Thank you to our Partners!

### Carolina Partners



### Crescent Partners



### Sweet Tea Partner

