

# Meeting Registration Form



## Registration Rates:

**\$225 SCOPA/AOA Members**

**\$350 Non Members**

**9.0 hours of COPE approved CE.**

Complete this registration form and return to the

SCOPA Office along with a check or credit card number (Visa/Mastercard/AMEX accepted). Confirmation of your registration will be e-mailed to you.

NAME: \_\_\_\_\_

OE Tracker Number: \_\_\_\_\_

AOA Number: \_\_\_\_\_

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

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

Daytime Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Credit Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Amount to be charged to card: \$ \_\_\_\_\_

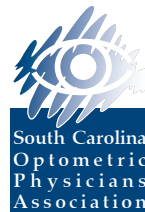
Signature: \_\_\_\_\_

If paying by check, please make payable to SCOPA and mail to:

**SCOPA Spring Meeting**

**2730 Devine Street**

**Columbia, SC 29205**



SC Optometric Physicians Association

2730 Devine Street

Columbia, S.C. 29205

Phone: 803-799-6721

E-mail: [info@sceyedoctors.com](mailto:info@sceyedoctors.com)

Website: [www.sceyedoctors.com](http://www.sceyedoctors.com)

Spring Continuing Education  
March 16 - 18, 2012 - 9.0 hours COPE Approved  
Hilton Head Island, SC

## Spring CE on Hilton Head Island, SC!

Please make plans to attend the SC Optometric Physicians Association's Spring Meeting March 16 - 18, 2012 at the Westin Hilton Head Island Resort and Spa for 9.0 hours of COPE approved continuing education. Space is limited so get your reservation in early! For additional information about this meeting contact the SCOPA office by calling 803-799-6721, toll free 877-799-6721 or via e-mail at [info@sceyedoctors.com](mailto:info@sceyedoctors.com).



### FRIDAY MARCH 16, 2012

4:30 - 5:00 pm  
Registration

5:00 - 6:00 pm

#### **Profiting with Vision Care Plans\***

Dr. Jay Binkowitz

6:00 - 7:00 pm

#### **Measuring for Success\***

Dr. Jay Binkowitz

### SATURDAY MARCH 17, 2012

7:00 - 8:00 am

Continental breakfast

8:00 - 10:00 am

#### **Therapeutic Options in Ocular Surface Disease**

Dr. Scot Morris

10:00 am - Noon

#### **Corneal Confusion: Staining, Infiltrates and Infections**

Dr. Scot Morris

### SUNDAY, MARCH 18, 2012

7:30 - 8:30 am

Continental breakfast

8:00 - 10:00 am

#### **House OD: Case Reports and Video Grand Rounds**

Dr. Marc Bloomenstein

10:00 - 11:00 am

#### **Off-Label is Not Off-Limits**

Dr. Marc Bloomenstein

*\*Denotes practice management CE - The SC Board of Examiners does not recognize practice management CE towards license renewal in SC.*

2012 SCOPA Spring Meeting - - Register Today!

**Dr. Jay Binkowitz**.....

**Profiting with Vision Care Plans: COPE: 30794-PM**

Vision care plans are confusing and frustrating. Understanding how plans work and how to maximize profitability continues to elude us. Profiting with managed care is not just about knowing the plans. It is about the combination of products, pricing, knowledge and how we present it to our patients

**Measuring For Success: COPE 32174-PM**

Understanding what types of information we need to collect in order to make better decisions and to grow our businesses. How do we know what is or is not working? This course has been designed to review critical points of information and how to use them to support success.

**Dr. Scot Morris**.....

**Therapeutic Options in Ocular Surface Disease: COPE 29217-AS**

This course will highlight cutting edge therapeutic options in the management of ocular surface disease. Learn the latest in managing lid margin disease, infectious OSD, dry eye, or inflammatory disease. We will cover orals, topical and many effective alternative forms of treatment including hormonal immunomodulation and nutritional supplementation. If you see patients, you can't miss this one.

**Corneal Confusion: Staining, Infiltrates, and Infections: COPE 30813-AS**

This course will provide the attendee with the latest research related to corneal complications including corneal staining, infiltrates, and infectious keratitis. The course will provide the participant with a guide for developing a differential diagnosis system around corneal staining and debunk various myths based on sound evidence-based medicine and clinical research.

**Dr. Marc Bloomenstein**.....

**House OD: Case Reports and Video Grand Rounds: COPE 31149-GO**

We all have them in our offices. Those cases that just make you scratch your head, call a colleague, or go to an extreme reference source. Gathering all these cases under one roof, presented in video and with an interactive format we will diagnose the cases together.

**Off-Label is Not Off-Limits: COPE: 31150-PH**

Do your patients ever wish they had thicker eyelashes? Are you lamenting those dry eye patients? There has got to be a treatment, right? This lecture will take a closer look at those medications that we use for treatment not related to their intended use. Off-label use of medications can be a win-win for you and your patients.

- Valid name badges must be worn by attendees for admission into the lecture hall.
- No one will be admitted into the lecture hall 10 minutes after the lecture begins. Entrance and exit of course attendees will be monitored to meet State Board Regulations.
- Attendees may only be absent from any class for a maximum of 10 minutes per hour of lecture.
- If the attendee is absent more than the allotted time, the attendee will be allowed to return to the lecture hall, but will not receive credit for that lecture.

**SCOPA Cancellation Policy**

Cancellations received by February 17, 2012 will receive a full refund. Cancellations made February 17 and forward will yield a refund less a \$75 processing fee. Substitutions are permitted at any time. Please alert the SCOPA office of any changes.

No refunds will be made to individuals who attend a portion of the meeting. No refunds will be made for cancellations due to inclement weather. It is the policy of the SCOPA to hold all meetings unless weather conditions are extreme. If the SCOPA is forced to cancel the meeting in its entirety, liability is limited only to the registration fee.

**The Westin Hilton Head Island Resort and Spa**

**Group room rate: \$149 per night plus tax.**

**Reservations must be made by February 15, 2012 in order to receive block rate.**

**For reservations, call 843-681-4000. Mention SCOPA to receive the group rate.**

**The Westin's Inviting Experiences**

Take a new course in rejuvenation and experience Hilton Head golf at its finest. Challenge yourself at one of the three Port Royal championship golf courses, play an invigorating match on our award-winning tennis courts, take a bicycle ride along the beaches of the Atlantic, relax by one of our pools, or revitalize your spirit at our Heavenly Spa by Westin™. And when it comes time to revitalize your body, experience Hilton Head Island's finest seafood and ocean views at Oceans, a spectacular buffet meal at Carolina Café, or an energizing cup of Starbucks at Aromas Coffee Shop.



**Dr. Jay Binkowitz:** Over the last 30 years Mr. Binkowitz has had extensive experience in retail operations, merchandising & marketing, manufacturing & distribution, technology development, national sales, and on site interactive consulting. He has currently developed a unique support company to create infrastructure and strengthen independent practitioners with new business management tools and processes. Mr. Binkowitz is co-owner of American Eye Care, New York and co-founder of GPN, Exclusive Provider of The EDGE.

**Dr. Marc Bloomenstein:** is an adjunct assistant professor at the Southern California College of Optometry (SCCO) and Arizona College of Optometry. Currently, Dr. Bloomenstein is the director of optometric services at the Schwartz Laser Eye Center in Scottsdale, AZ. Aside from lecturing and publishing on numerous anterior segment and refractive topics, Dr. Bloomenstein is on the editorial board of Primary Care of Optometry News, Review of Optometry, Optometry Times, and is a frequent contributor to various optometric journals. Dr. Bloomenstein is the current president of the Optometric Council on Refractive Technology and a member of the ASCRS Integrated Eyecare Delivery Task Force.



**Dr. Scot Morris** currently serves as director of the national electronic health records conference and is an associate editor for Optometric Management. He received his doctorate of optometry at Indiana University in 1996. After his externship at Bascom Palmer Eye Institute in Miami, he completed a residency in ocular disease and refractive surgery at Triad Eye Medical Center in Tulsa, OK. He then served as the cornea and refractive clinical director of Discover Vision Centers, a multi-disciplinary subspecialty practice in Kansas City for 5 years before moving to Colorado in 2002. He worked at a refractive surgery practice in Denver for 2 years before buying the optometric practice in Conifer in 2004.