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*Kansas Optometric Association's*  
**2017 Fall Eyecare Conference**  
**ASSISTANT EDUCATION PROGRAM COURSE DESCRIPTIONS**

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November 3-4, 2017 • DoubleTree by Hilton Wichita Airport

**M. Patrick Coleman**

**EVALUATING VISUAL ACUITY**

*This course will discuss how to measure distant and near visual acuity in patients the correct and accurate way and how to interpret the results to correlate with visual issues. We will cover when and how to perform pinhole testing as well as what steps to take if a patient cannot see the 20/400 letter from 20 feet away.*

**OCULAR ANATOMY AND PHYSIOLOGY**

*This two-hour course will cover the ocular anatomy and physiology of the human eye. The lesson will cover the contents of the eyeball itself, the ocular adnexa (skin & landmarks near or on the eye), the bony orbit surrounding the eye, the extraocular muscles (EOMs) attached to the eye, and the visual pathway.*

**OCULAR DISORDERS**

*This one-hour course will examine some of the common ocular disorders that a technician will see coming through his/her office. The course will show pictures of the disorders and describe the signs and symptoms that will help differentiate one disorder from another.*

**STAFF MANAGEMENT AND CUSTOMER SERVICE IN THE OPHTHALMIC WORLD - PARTS I-IV**

*This four-part course will explore leadership in the eye clinic, focusing on how every person on the team must demonstrate some leadership to effectively get the job done. Next we will look at how to prevent burnout in ourselves & co-workers. What are the signs of burnout & the effects on us and those around us? Continuing on, we will look at principles of how to effectively train clinical & optical staff to accomplish the job. We will examine how knowledge and skills are interrelated, but different. The course will conclude by examining customer service in the ophthalmic environment. You will learn how to 'see' your clinic through the customer's eyes so you can tune your performance to delight your customer and give excellent service, which will result in greater customer satisfaction and increased profitability.*

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**Jill Luebbert**

**ALL I WANT ARE CONTACTS**

*Performing a contact lens suitability can lay a solid foundation for a happy contact lens patient. This course will help you design a contact lens screening process to help with the contact lens candidate and to help ensure a proper contact lens selection.*

**COMMUNICATING AT DIFFERENT TOUCH POINTS IN OFFICE**

*This course is designed to help develop the skills needed by today's optometric support team, from answering the telephone to dealing with the problem patient to communicating with the rest of the support team. The course is an interactive and a fun way to develop these skills.*

**GAME ON: BEGINNING EYECARE**

*This one-of-a-kind course will help new members to the eye care team learn and have fun at the same time. The "edutainment" gameshow course takes the boring out of studying and puts the joy back into learning. Using state of the art game show format, each contestant will have a chance to win prizes AND walk away with a solid review of the course material. This unique session helps teach technical information in an easy-to-learn format.*

**OCULAR JEOPARDY**

*"And the question is ..." A new twist on this favorite game teaches ocular anatomy, pre-testing skills, contact lenses and many more topics in a fun, interactive style. Are you ready to play and learn?*