

REGISTRATION FORM:
**THE ART & SCIENCE OF
OPTOMETRIC CARE**

NAME: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

DATE/LOCATION OF COURSE: _____

**Mail or Fax Completed Form to
OEP**

110 Old Padonia Road, Suite 300
Cockeysville, Maryland 21030
Fax: (410) 252-1719

OEP

This course will be held on the campus of
NOVA Southeastern University College of
Optometry in Fort Lauderdale , Florida

Attendees arriving by air should fly into
The Fort Lauderdale Hollywood Int'l Airport
in Fort Lauderdale, Florida

A room at the Sheraton Suites, in
Plantation, FL will be reserved for you upon
registration for the course at our special
corporate rate of \$149. This rate includes
breakfast and van service from the hotel to
NOVA for the course.

Courses will run
9 am to 5 pm daily
and will
end at 3 pm on last day

*This course is highly interactive, with
small group presentations and hands-on
experience that will provide the experi-
ence you need for the confidence you de-
sire. **Free** continuing consultation is of-
fered after courses to insure you have the
resources available to help you through
difficult cases and give you the reinforce-
ment you need to continue to develop your
analytical and clinical skills.
This course helps you understand
why you do what you do.*

OEP

110 Old Padonia Road, Suite 300
Cockeysville, Maryland 21030

TheresaKrejciOEP@verizon.net
Phone: (410) 561-3791
1-800-447-0370
Fax: (410) 252-1719
www.babousa.org

OEP

Presents:

**The Art & Science of
Optometric Care
A Behavioral Perspective**

**May 19-23, 2010
Fort Lauderdale, Florida**

Co-Sponsored by NOVA
Southeastern University College
of Optometry

Instructor
**Paul A. Harris, O.D., FCOVD,
FAAO, FACBO**

Length: 5 days
Continuing Education Credits:
35 hours
Prerequisite: None
For: Optometrists

The Art & Science of Optometric Care—A Behavioral Perspective

The Art & Science of optometric care explains the science and logic of the behavioral approach. This knowledge is the basis for a wider range of prescribing options and an expanded ability to meet patient's needs. After taking this course, problem patients won't be such a problem anymore. Participants will emerge with a new respect and understanding of the power of lenses. You will have an increased number of prescribing options that you can count on. Putting this knowledge into practice will lead to an increased rate of prescribing success, improved patient compliance and improved patient retention. Course participants will come away with a broader understanding of the development of various refractive conditions, how to prevent negative changes, and being able to guide the patient toward more effective and efficient functioning.

Prescribing patterns are usually altered significantly so that the participant knows how to use lenses in a more powerful way. When can you or should you prescribe something other than what you measure? How far can you deviate from your measurements in either the amount of sphere, cylinder power, cylinder axis or amount of aniso? Why would a person have trouble adjusting to a prescription through which he sees optimally well? What lenses optimize visual performance? Why should you prescribe prisms with the bases in the same direction (yoked prisms)?

This course provides the participants with answers to the question "Why?" while providing the scientific and neurological basis for understanding human behavior. Participants will emerge with an understanding of the process and underlying physiological changes as patients build refractive and other visual conditions.

Rather than being given a cookbook approach to diagnosis and treatment, the goal of this course is the nurturing of master chefs of behavioral vision care.

Course Highlights

- A comprehensive study of behavioral optometry and the benefits it offers over general optometry.
- The behavioral vision exam -- one participant will be examined to demonstrate the ease with which the analytical gives insight into the patient's visual needs.
- "Milking" the analytical -- a step-by-step discussion of each diagnostic test, how to do it, why to do it, how to record it, and what it tells us about the patient.
- Stress Point Retinoscopy -- a critically important tool will be demonstrated and taught.
- The relationship between posture & vision, from which a comprehensive understanding of the development of astigmatism, and the use of yoked prisms will emerge.
- The alternatives of care and how to present them includes an in depth look at compensatory lenses, lens treatment, and vision therapy .
- Key practice management techniques to get you rolling right away. Building a successful behavioral optometric practice through communication -- reports, updates, in-office seminars, external speaking engagements.

*This course is highly interactive, with small group presentations and hands-on experience that will provide the experience you need for the confidence you desire. **Free** continuing consultation is offered after courses to insure you have the resources available to help you through difficult cases and give you the reinforcement you need to continue to develop your analytical and clinical skills. This course helps you understand why you do what you do.*

Putting the knowledge gained from the Art & Science Course to work can be the basis for a more confident, efficient practice of optometry that is ultimately more satisfying for both doctor and patient. You will be equipped to practice the full scope of your profession.

Educational Fee for Course:
\$1,990.00
Includes materials, lunches and
Free case consultation
Clinical Associates deduct \$100.00

Any special dietary considerations for lunch?

PAYMENT INFORMATION

CHECK ENCLOSED VISA/MASTERCARD

TOTAL AMOUNT \$ _____

VISA/MASTERCARD #: _____

EXPIRATION DATE: _____

SIGNATURE: _____

BILLING ADDRESS FOR CREDIT CARD:

At least 50% of Tuition (\$995.00) is due with registration. Make checks payable to OEP.

There will be a \$100 non-refundable cancellation fee if cancelled within 30 days of the course.