

OANJ Fall Virtual Conference

November 21, 2021

Agenda

9:00 – 10:00 am

When Fitting Contacts 101 is NOT Fitting Contacts 101

Presenter: Velardi

How many of your patients are -1.00 D myopes that wear contact lenses, dispose of them as instructed, clean them as instructed, have back-up glasses, purchase their contact lenses from your office and come in every year for their annual examinations? The perfect contact lens patient! I'm betting not very many, if any!

This short 1-hour class will cover a basic refresher on fitting contacts as well as the decision-making process that "should" go into the fitting of each individual patient. It will illustrate how complicated even the simplest -1.00D myope fitting can be [if done appropriately]. It will also include some "fun" he said/she said stuff. What you say and what the patient actually hears and subsequently does. The differences can be amazing!

10:00 – 12:00 noon

Rules & Regulations for Opticians in NJ

Moderator: Danielle Vigilotti current President of the Opticians Association of New Jersey (OANJ).

This course will review the rules and regulations of the NJ state Board of Ophthalmic Dispensers and Ophthalmic technicians through a question and answer plus explanation format. A broad range of topics will be discussed and there will be ample time for attendees to bring up related topics for explanation or clarification.

12:30 – 1:30 pm

Contrast Sensitivity and Visual Perception

Presenter: Pete Hanlin

Vision is- by definition- the ability to perceive image contrast. However, contrast perception is very rarely measured in real practice. This is unfortunate, because many patients who have good acuity (i.e., 20/20 vision) may suffer from reduced contrast perception. As a result, their vision may not seem "sharp," even though a routine examination indicates they have perfect vision. This course explains the components of contrast sensitivity, how it is measured, ocular and ophthalmic issues that may reduce contrast, and how to ensure patients receive the best contrast sensitivity possible.

1:30 – 2:30 pm

Compensated Powers- and other ophthalmic conundrums

Presenter: Pete Hanlin

Compensation (aka wearer power) is perhaps one of the least understood feature of many modern progressive and even single vision lens designs. This course describes the rationale behind compensation, and explains why compensation does not change the power of the lens (it merely describes how the lens should read when it is placed in a lensometer). Additionally, this course describes the nature of chromatic aberration- as well as the actual impact chromatic aberration has on vision- and explains how an anti-reflective coating can actually increase the reflection of certain wavelengths (specifically the ultraviolet range).

2:30 – 3:30 pm

Creating Perceived Value

Presenter: Pete Hanlin

Value perception is a largely subconscious evaluation of a product or service's worth. However, it is a crucial concept to understand- because it largely determines what a consumer purchases, where they purchase it, and how much they are willing to spend on a purchase. This course describes the drivers of value perception (quality, service, desire, convenience, and price) and provides practical recommendations of how the ophthalmic retailer can maximize and differentiate his/her products and services. As Disney has demonstrated, when sufficient perceived value is created, there is almost no limit on the amount a consumer will spend to attain the product or service being offered.