

“SEE” For Yourself

From the President

SUMMER NEWSLETTER 2017



Kelsey Kleinsasser, OD
President

Thank you from the Heart!

Thank you for another great year at the Heart. This year we welcomed attendees from across the United States for education and fellowship. Our scientific poster session saw more entries than ever before and highlighted the next generation of eye care professionals. Our Exhibit Hall was bustling once again with over 100

exhibitors showcasing the latest in technology, fashion, practice management software and more. We also had a new course offering, Best of the American Academy of Optometry 2016, which highlighted some of the most important information that was presented at the Academy meeting in Anaheim.

The Heart of America Contact Lens Society has provided high quality continuing education for 56 years. Known by all as the “Heart”, the annual meeting has evolved over time much like the profession of optometry. It began to provide education for the development and application of contact lenses and has continued to be at the forefront of changes in the contact lens industry. Today, we offer education in all facets of optometry including ocular surface disease, glaucoma, retinal disease and pediatrics to name a few. In an effort to recognize the expanded scope of optometry and the role that the Heart plays in educating our colleagues, the Board of Directors recently voted to change the name of the organization.

The new name, Heart of America Eye Care Congress, better represents the full scope of education provided to our membership. The core values of Camaraderie, Education and Innovation remain at the core of the planning of our meeting. We thank you for your continued support and trust in us to provide you with the best meeting and education in the Midwest.

We invite you to save the date for the 57th Annual Congress, which will be held February 9-11, 2018, at the Sheraton Kansas City Hotel at Crown Center. You will be treated to world-class education once again. This will be a great opportunity for you to reconnect with your fellow optometrists and make business contacts to help grow your practice. Our entire slate of para-optometric speakers will provide education accredited by the American Optometric Association’s Commission on Paraoptometric Certification. We look forward to seeing you in Kansas City and please do not hesitate to contact any member of the board if you need assistance.

From the Heart,

Kelsey Kleinsasser, OD

Kelsey Kleinsasser, OD
President, Heart of America Eye Care Congress
president@thehoacsl.org

Registration



Ron Fiegel, OD
Registration



Sharon M. Green, OD
Registration

Over 1200 total registrants were checked through and on their way to classes in just over 2 ½ hours. Once again we had less congestion and smoother flow for check-in. The new location also allowed for much easier access to Registration between classes for those needing additional assistance. In addition, a great place to sit with friends and catch up on old times. We added a free coffee bar on Saturday and Sunday mornings. Mark your calendars now to join us at the 2018 Heart. We’ll see you there.

Nominations to the Heart Board of Directors

Applications and nominations are currently being accepted from member optometrists who are interested in serving on the Heart of America Eye Care Congress Board of Directors. Two directors will be elected during the 2018 Congress in Kansas City. Past and present board members will agree that lifelong friendships are made while serving. The thanks from attendees and the satisfaction of a successful meeting are well worth the work while serving on the HOAECC board. If you have an interest in serving on the Heart Board, please forward your curriculum vitae along with a cover letter stating your intent in becoming a director to the following address or email:

Craig Brawley, OD, FAAO | Past President
12121 Tesson Ferry Professional Center
St. Louis, MO 63128
President2@hoaecc.org



Craig Brawley, OD, FAAO
Past President

Secretary/Treasurer

We would like to sincerely thank everyone that attended the "Heart 2017." This year's meeting was a tremendous success. Along with some tremendous weather, we had great attendance, exhibitors, educators. Every year we return around \$50,000 to the states that support us. Any state that has at least 25 members attend the conference are eligible to receive this grant. We consider this the least that we can do to say "Thank you" for the support. It is deeply appreciated.

As a board, we are constantly striving to improve the meeting experience for the attendees. We have some wonderful things planned for next year. We want to make the "Heart" the best possible meeting experience that you could imagine. So, here is looking forward to seeing you next year at the "Heart 2018".



Accreditation

The Heart of America was one of the first meetings in the country to offer badge scanning as a way of tracking doctor attendance. A key component of the Heart's mission is to be on the forefront of innovation, which led us in 2017 to a limited trial of the OE Tracker Mobile App. We are hoping to implement this exciting technology over the next few meetings. Doctors must continue to supply their OE Tracker number when registering each year. It will be added into the barcode on each name badge and we will forward all course scan data to ARBO following the meeting. Doctors will be notified by ARBO by email and can also verify CE credit at www.arbo.org.



Sean Mulqueeny, OD
Accreditation

As always, our entire doctor program will be 100% COPE approved and will continue to be approved for Continuing Education credit by the UMSL College of Optometry. We apply for approval of CE credit in every state simplifying re-licensure for attendees. It is each doctor's responsibility to be certain that CE received at HOA meets their state's criteria. We've made special arrangements to provide Continuing Education with Examination (CEE). The UMSL College of Optometry will email CEE tests after the meeting (allow 30 days), along with a separate bill to cover the costs of issuing/grading the tests. CEE meets or exceeds every state's requirements. IL licensees will receive a signed copy of their verification form within 30 days of the meeting in accordance with the IL Board of Examiners.

The AOA Commission on Paraoptometric Certification has approved our entire Paraoptometric Program for CPO, CPOA and CPOT hours. As in past years, we will offer ABO education for select courses. To receive ABO certificates you must register by January 15th and indicate you need ABO.

We look forward to seeing you and your staff in February at the Heart!





2017 Student Grant Winners

Dr. Bita Asghari
Havener Eye Institute

Dr. Cameron Sikes
Northeastern State University
Oklahoma College of Optometry

Dr. Jessica Jose
Illinois Eye Institute

Dr. Reed McAtee
Northeastern State University
Oklahoma College of Optometry

Dr. Delaram Shirazian
VAMC

left to right: Craig Brawley, OD, FAAO, Past President HOAECC; Student Grant Winners: Bita Asghari, OD, Department of Ophthalmology at the Havener Eye Institute, Jessica Jose, OD, Illinois Eye Institute, Delaram Shirazian, OD, VAMC, Cameron Sikes, NSUOCO, Reed McAtee, NSUOCO; Kelsey Kleinsasser, OD, President HOAECC



Exhibits

The Heart of America thanks all our participating sponsors and exhibitors for helping to create the Heart's reputation as the premier optometric meeting in the Midwest. The Heart Exhibit Hall, the Midwest's largest optometric exhibit hall, offers many products and services for adding success in your practice. Practitioners can visit with exhibitors from over one hundred leading healthcare companies to discuss advances in patient care, contact lenses, new equipment and technologies, the latest in fashion eyewear, advances in practice management techniques and electronic healthcare. Join us and experience the camaraderie, education and innovation of the Heart Exhibit Hall.



Wes DeRosier, OD, FAAO
Exhibits



Steve Sloan, OD
Exhibits

Refreshments are always plentiful making the Heart Exhibit Hall a great place to rendezvous with classmates and other colleagues. Your spouse and paraoptometrics are invited to enjoy the Heart Exhibit Hall camaraderie with you. Over \$15,000 of prizes are won by doctors and paraoptometrics Friday and Saturday in the Exhibit Hall. Enjoy a new Heart Craft Beer Tour in 2018. There is always something exciting happening in the Heart Exhibit Hall!



PPR

I hope that you had the opportunity to attend the 56th annual Heart of America Contact Lens Congress in Kansas City. "The Heart" continues to evolve each year as a premier Optometric Educational Event. Our focus is to provide the Best Educational Experience in the Midwest through quality education, innovative technology, while fostering an environment of professional camaraderie.



Duane Thompson, OD
PPR

The continued success and growth of our meeting would not be possible without the generous support of our sponsors. Each year, our industry partners commit financially to the vision of the Heart Congress to ensure that our meeting is the Best in the Midwest. As the Director of Public and Professional Relations, I want to thank them personally for their dedication to our meeting, our members, and our profession. If you have the opportunity to meet with any of the representatives for our sponsors during the year, please thank them for their support of "The Heart".

We look forward to seeing you at the Heart in 2018!

HEART OF AMERICA EYE CARE CONGRESS

CAMARADERIE | EDUCATION | INNOVATION

2018 Speakers

PANEL DISCUSSION

Marc Bloomstein, OD • Blair Lonsberry, OD
Andrew Morgenstern, OD

SYMPOSIA

Leo Semes, OD • Alan Glazier, OD

DOCTORS PROGRAM

William Hefner, OD • Matt Lampa, OD • Andrew
Mick, OD • Mika Moy, OD • Neil Pence, OD
Justin Schweitzer, OD • Walter Whitley, OD

PARA PROGRAM

Sharon Carter • M. Patrick Coleman • Diane Drake
Kathleen Elliot, OD • Kris Kerestan-Garbig, OD
Lynn Lawrence • Karen Michaelson
Samantha Toth • Alex Yoho

Education

The Heart of America is pleased to announce an excellent education program for our 2018 meeting.

The meeting will begin with an anterior segment panel discussion featuring Drs. Marc Bloomstein, Blair Lonsberry and Andrew Morgenstern.

We will once again have a presentation of the "Best of the Academy" featuring highlights from the 2017 American Academy of Optometry meeting.

This year's symposia will include Dr. Leo Semes lecturing on glaucoma diagnosis and Dr. Alan Glazier presenting "The Greatest Social Media Marketing Course EVER." In addition, our optometric faculty includes Drs. Bill Hefner, Kris Kerestan-Garbig, Andrew Mick, Mika Moy, Neil Pence, Justin Schweitzer and Walter Whitley. Our topics will include developments in contact lenses, glaucoma diagnosis and treatment, pharmacology, anterior and posterior segment disease, pediatrics and practice management.

In order to continue our commitment to excellence in education, we are pleased to offer a well-developed program for paraoptometrics that will feature everything from optics to dispensing to practice management. All of our courses will be COPE or CPC approved and many will also offer ABOC for those requiring American Board of Opticianry credit.



Wes Garton, OD, FAO
Education



Larry Stoppel, OD, FAO
Education

Arrangements

A world class accommodative experience can be expected at the Sheraton Kansas City Hotel Crown Center. This luxurious hotel will host the Heart of America Eye Care Congress February 9th – 11th, 2018. The amazing venue includes 730 spacious guest rooms and suites. All rooms include Sheraton Signature Sleep Experience beds, internet access and flat screen televisions.



Scott Drake, OD
Arrangements

In addition the Sheraton Kansas City offers many additional benefits to enhance your stay. A state of the art fitness center allows you to re-energize during your stay. Great food and good times can be expected at Spectators Gastro Pub which offers pub-style cuisine and an assortment of craft beers.

Within the hotel you will experience the Heart of America Eye Care Congress Exhibit Hall which includes over 100 exhibitors and numerous hours of education opportunities. The Congress is also a great time to reconnect with friends and colleagues during several events. The events include cocktail parties, luncheons and a spectacular dinner with a live band and dancing on Saturday evening.

If you chose to explore outside the Sheraton you will find it is located close to some of the best shopping, dining and entertainment in Kansas City. The Sheraton is connected by an enclosed above ground walk called 'The Link' which allows access to many attractions including Sea Life Aquarium, Legoland Discovery Center, Crown Center and Union Station.

Don't miss this premiere education conference in a world class facility. Register and reserve your room early because discounted rate rooms fill up fast. Hotel reservations can be made at our website www.hoaecc.org or by contacting the hotel at 816-841-1000. Room rates are discounted for our convention. Please use the website for the discounted rate or identify yourself as a member of the Heart of America Eye Care Congress when booking your room.

POLICY FOR MEETINGS BY OUTSIDE GROUPS:

Any meetings that are to be held by outside groups must be scheduled at times that do not conflict with HOAECC-sponsored activities and are subject to approval by the HOAECC Director of Arrangements. Outside groups should contact the Director of Arrangements (arrangements@thehoacs.org) with meeting requests.

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SEE You in
Kansas City!

57th Annual Eye Care Congress
February 9-11 • 2018

MARK YOUR
CALENDARS
FOR THE

Ted Vorhies, OD, FAAO
Publicity



HEART OF AMERICA
EYE CARE CONGRESS
CAMARADERIE | EDUCATION | INNOVATION

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