

KOA Paraoptometric Registration
September 17, 2022
Marriott East Hotel in Louisville, KY

Name _____	Certification _____
Employed By _____	Email _____
Address _____	
City _____	State _____ Zip _____ Phone () _____

Check box if you need ABO CE Units AOA Units

Continuing Education Registration

TOTALS

Saturday Para/Optician CE Registration
 Includes 6 hours CE, Lunch & Breaks

\$ 200

\$ _____

**Handouts will be emailed out before the meeting.*

Food Preference (Optional) - Vegetarian - <input type="checkbox"/> Gluten-Free - <input type="checkbox"/> Kosher- <input type="checkbox"/> Vegan- <input type="checkbox"/>
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TOTAL DUE

\$ _____

PAYMENT METHOD

Check AMEX Master Card VISA Discover

Bank Card # _____ Exp Date _____ Code _____

Amount _____ Name as printed on card _____

Signature _____



For Overnight Accommodations, Call the Marriot East (800) 228-9290 (reference code -KOA). Be sure to identify yourself with the KOA to receive group rate of \$155 by 8/25/2022.

NOTE: Notice of cancellation must be in writing: Full refund (minus credit card fees if applicable) will be made for requests received before 9/1/22. Thereafter, a \$50 fee applies.

PLEASE register online at www.kyeyes.org or complete this form and return with payment to:

Kentucky Optometric Association
P.O. Box 572, Frankfort, KY 40602
Phone: (502) 875-3516 FAX: (502) 875-3782 Email: sarah@kyeyes.org

Paraoptometric Conference Agenda

September 17, 2022

Marriott East Hotel in Louisville, KY

Saturday, September 17

- 8:00am **Registration** - Outside SteamBoat Meeting Room - 1st Floor of Hotel
- 9:00am-11:00am **“Fundamental Optics. How We See, What We See”**
This course is designed to give new and experienced staff members a greater appreciation and knowledge of the human eye and how best to explain it's function to patients in easy to understand language. Emphasis is placed on improving the ability to communicate the visual disorders of a patient's eye and how to improve it through lenses.
Mary Schmidt, ABO CPO
2 Hours CE (AOA Approved - ABO Pending)
- 11:00am-12:00pm **“Insurance Isn't Everything”**
Quality eyecare should always win over price. But these days, it's harder to argue with frugality; however, with information and knowledge, proper eye care will fall in the quality category. This course will help you prepare how to differentiate your practice services and products from the herd. Once you learn these skills, the patient will walk away from your practice feeling as though they now know more about the importance of quality eye care.
Mary Schmidt, ABO CPO
1 Hour CE (AOA Approved - ABO Approved)
- 12:00pm-1:00pm **Lunch (included in registration)**
- 1:00pm-3:00pm **“Building Patient Loyalty. How to Over-Deliver Service”**
In today's competitive market, it's simply isn't enough to exceed expectations of patients. You have to OVEREXCEED. In this workshop, you will learn how to create a patient for life!
Mary Schmidt, ABO CPO
2 Hours CE (AOA Approved - ABO Approved)
- 3:00pm-4:00pm **“Selling Skills - To Speak or Not to Speak”**
Knowing what to say and when to say it is key in the selling process. Do you stumble with your words? Do you find yourself at a loss when trying to explain products or services? This course will help you increase your ability to explain products and services provided by your practice. Patients will be more confident in their decision making because you have educated them.
Mary Schmidt, ABO CPO
1 Hour CE (AOA Approved - ABO Approved)

All courses presented by the KOA will count towards CE Renewal Credit for those licensed by the KY Board of Ophthalmic Dispensers.

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