

O=MEGA23/WCO4 Masterclasses

PRESENTATIONS – FRIDAY, 8 SEPTEMBER 2023

Time	PRACTICE MANAGEMENT STREAM	DISPENSING STREAM
1130 – 1230	<p style="text-align: center;">Personalities in Practice Emma Gillies, Purple Key Consulting</p> <p><i>In this masterclass we will delve into the fascinating realm of human dynamics, exploring a simple four-factor model to help you identify and adapt your communication approach to be even more effective with your team, and its application in the optometry practice setting. When we adapt our communication style to suit different behavioural preferences, we can enhance teamwork, reduce conflicts, and create a positive and collaborative work environment. Understand how to adapt our communication, approach, and care to suit the individual needs and preferences of our patients, enables us to foster trust, loyalty, and patient satisfaction, ultimately enhancing the overall patient experience and practice success.</i></p> <p><i>At the end of the masterclass, you will receive a complimentary, personalised code for a comprehensive report exploring your communication preferences and personal drivers.</i></p>	<p style="text-align: center;">Practical Lens Dispensing – 5 Skills You Cant Do Without Steve Daras, TAFE NSW</p> <p><i>More detail about this masterclass will be available soon</i></p>
1300 – 1400	<p style="text-align: center;">AI and the Future of Lenses Grant Hannaford, Hannaford Eyewear, UNSW</p> <p><i>Ophthalmic optics has long been an area in which developments in computational techniques have found rapid applications. This talk examines core concepts and techniques in the application of big data to models implementing machine learning and artificial intelligence. From a foundation of linear regression and iterative models we discuss general cases which demonstrate a common pathway used in machine learning. This process is then developed in the context firstly of lens design optimisation, then postural integration into lens design, and the incorporation of large biometric data sets into normative sets for the application of biometric data to lens designs. Finally, we will discuss some of the risks contained in the implementation of machine learning in lens design, and some of the legal and ethical framework surrounding these techniques and applications.</i></p> <p><i>Masterclass participants will achieve the following learning outcomes: The core principles behind iterative machine learning models, Observe the structure of a sample machine learning model in a medical application, Develop an understanding of the scale of available data sets and the inability of traditional linear regression statistical modelling to provide usable outcomes, Sample applications of AI and machine learning in lens design optimisation from industry examples, Sample applications of AI and machine learning in the application of postural and gaze modelling into lens design, Demonstrate the application of AI and machine learning in the development of refractive error and biometric normative models, Observe the application of these models to lens designs, Appreciate the pitfalls in constantly updating data from AI and potential data skew and drift from outliers due to poor data, Discuss the legal requirements for output verification and some examples of legal frameworks controlling applications of AI and machine learning in the ophthalmic lens industry</i></p>	<p style="text-align: center;">Final Checking – the Last Word on Spectacle Quality Control James Gibbins, ACOD</p> <p><i>More details about this masterclass will be available soon</i></p>
1430 – 1530	<p style="text-align: center;">7 Tips for Practice Management Belinda Musitano, Eyes@Optometry</p> <p><i>Looking for new ideas, ways to engage, retain and keep your patients? In this presentation I cover off 7 areas that I believe are integral to running a successful optical practice.</i></p> <p><i>From aspects around goal setting, marketing, employee engagement, community, change management and more you are sure to leave with a new idea to implement in your own practice!</i></p>	<p style="text-align: center;">Accurate measurements for dispensing (includes biomechanics) Steve Daras, TAFE NSW</p> <p><i>More details about this masterclass will be available soon</i></p>

1600 – 1700	<p style="text-align: center;">Succession Planning Mark Corduff, ProVision</p> <p><i>Mark Corduff, Business Services Manager at ProVision, has helped countless independent practices organise their succession plans. With extensive experience in the planning process, practice sale process as well as property leasing and valuation guidance, Mark has successfully facilitated the full sale, or part sale of a large list of ProVision members.</i></p> <p><i>At ProVision, Mark assists both buyers and sellers in preparation and negotiation to ensure they get the best outcome. More often than not, it is the first time either parties have undertaken a commitment like this, so having people and resources to lean on throughout the process offers piece of mind and a neutral ground for both to access when questions or problems arise.</i></p> <p><i>Mark is looking forward to sharing industry knowledge and considerations for practice owners considering their retirement so they can achieve a return on their investment as well as ensuring their legacy and patient care remains for decades to come</i></p>	<p style="text-align: center;">Myopia Management for the Optical Dispenser Grant Hannaford, Hannaford Eyewear, UNSW</p> <p><i>Myopia control has become an area of significant attention in the ophthalmic industry over the last decades, with significant advances made in detection, quantification and management. This talk examines the aetiology of myopia from an optician's and ophthalmic dispenser's perspective. From this foundation we discuss the broad families of intervention and look at developing pathways for engagement from the perspective of the optician and ophthalmic dispenser.</i></p> <p style="text-align: center;"><i>In this presentation the registrants will achieve the following learning outcomes:</i></p> <p style="text-align: center;"><i>Understand the core principles underpinning current theories for myopic development</i></p> <p style="text-align: center;"><i>Explore the range of spectacle lens technologies currently on offer for the management of myopia</i></p> <ul style="list-style-type: none"> - <i>Discuss fitting methods for the range of lenses discussed and how to select frames appropriate for these designs</i> - <i>Understand the relative efficacy of the spectacle lens designs currently offered in industry</i> - <i>Develop an understanding of the treatment pathway from a clinical intervention perspective</i>
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PRESENTATIONS – SATURDAY, 9 SEPTEMBER 2023		
Time	PRACTICE MANAGEMENT STREAM	DISPENSING STREAM

1130 – 1230	<p style="text-align: center;">Myopia Management In Practice – Clinical Knowledge Isn't Enough! Matt Oerding, Treehouse Eyes USA and Emma Gillies, Purple Key Consulting</p> <p><i>This masterclass will explore the key elements to implementing a successful practice implementation framework, centered around impactful communication, supporting parents and patients through the myopia management journey including pre/post appointment patient communication, case presentation in the exam room, follow up process and external marketing. All of these elements are critical to ensure the benefits of myopia treatment are explained clearly to parents and that the practice primary care schedule is not disrupted.</i></p>	<p style="text-align: center;">Understanding lens and lifestyle needs for patients with Presbyopia April Petrusma, ODA</p> <p><i>Insight into a patient's life is just as important as their prescription when it comes to dispensing the right lenses, particularly for those with presbyopia. One of the many skills an Optical Dispenser should possess, is the ability to ask the right questions and translate the patients' answers into a positive visual outcome. The ultimate objective should be to dispense lenses that cater not only to presbyopia but also to the way the patient lives their life.</i></p> <p><i>This lecture will explore the role of Optical Dispensers in determining the true needs of presbyopic patients and therefore making the most appropriate lens recommendations. It will highlight the advantages of lifestyle dispensing, explain why the common one-size-fits-all approach is inadequate, and demonstrate how patient education to set realistic expectations can play a significant role in empowering patients to achieve successful outcomes.</i></p>
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1300 – 1400	<p style="text-align: center;">AI and the Future of Lenses Grant Hannaford, Hannaford Eyewear, UNSW</p>	<p style="text-align: center;">5 Common Myths or Misconceptions to Avoid when Dispensing Steve Daras, TAFE NSW</p>
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	<p>Ophthalmic optics has long been an area in which developments in computational techniques have found rapid applications. This talk examines core concepts and techniques in the application of big data to models implementing machine learning and artificial intelligence. From a foundation of linear regression and iterative models we discuss general cases which demonstrate a common pathway used in machine learning. This process is then developed in the context firstly of lens design optimisation, then postural integration into lens design, and the incorporation of large biometric data sets into normative sets for the application of biometric data to lens designs. Finally, we will discuss some of the risks contained in the implementation of machine learning in lens design, and some of the legal and ethical framework surrounding these techniques and applications.</p> <p>Masterclass participants will achieve the following learning outcomes: The core principles behind iterative machine learning models, Observe the structure of a sample machine learning model in a medical application, Develop an understanding of the scale of available data sets and the inability of traditional linear regression statistical modelling to provide usable outcomes, Sample applications of AI and machine learning in lens design optimisation from industry examples, Sample applications of AI and machine learning in the application of postural and gaze modelling into lens design, Demonstrate the application of AI and machine learning in the development of refractive error and biometric normative models, Observe the application of these models to lens designs, Appreciate the pitfalls in constantly updating data from AI and potential data skew and drift from outliers due to poor data, Discuss the legal requirements for output verification and some examples of legal frameworks controlling</p>	<p>More details about this masterclass will be available soon</p>
<p>1430 – 1530</p>	<p>7 Tips for Practice Management Belinda Musitano, Eyes@Optometry</p> <p>Looking for new ideas, ways to engage, retain and keep your patients? In this presentation I cover off 7 areas that I believe are integral to running a successful optical practice.</p> <p>From aspects around goal setting, marketing, employee engagement, community, change management and more you are sure to leave with a new idea to implement in your own practice!</p>	<p>Myopia Control – Repeated Low Level Red Light Therapy Jim Papas, Eyerising International. Nellie Deen, The Australian College of Optometry</p> <p>Australian Optometrist Jim Papas will discuss the worlds first red light therapy to manage myopia at home.</p> <p>In this Masterclass I will be sharing my experience and observations on Repeated Low-Level Red-Light Therapy for myopia Control as Clinical Director of Eyerising International.</p> <p>The Melbourne based med-tech company launched the Eyerising Myopia Management Device, described as the world's first red light therapy to manage myopia at home.</p> <p>Repeated low-level therapy is an emerging treatment, evidence demonstrates it is close to 90% effective in arresting myopia progression and the only device that shortens axial length in almost 25% of children with minimal rebound effect if treatment cease and is very safe to use.</p> <p>This is an at home treatment which is done three times twice a day, four hours apart, five days per week, usually done before and after school and we have shown a high compliance rate.</p> <p>The masterclass will elaborate on its effectiveness, axial length recovery and the business model to allow an understanding of the</p>
<p>1600 – 1700</p>	<p>Succession Planning Mark Corduff, ProVision</p> <p>Mark Corduff, Business Services Manager at ProVision, has helped countless independent practices organise their succession plans. With extensive experience in the planning process, practice sale process as well as property leasing and valuation guidance, Mark has successfully facilitated the full sale, or part sale of a large list of ProVision members.</p> <p>At ProVision, Mark assists both buyers and sellers in preparation and negotiation to ensure they get the best outcome. More often than not, it is the first time either parties have undertaken a commitment like this, so having people and resources to lean on throughout the process offers piece of mind and a neutral ground for both to access when questions or problems arise.</p> <p>Mark is looking forward to sharing industry knowledge and considerations for practice owners considering their retirement so they can achieve a return on their investment as well as ensuring their legacy and patient care remains for decades to come</p>	<p>Clinical Lens Applications for Paediatrics Grant Hannaford, Hannaford Eyewear, UNSW</p> <p>A large part of the practicing dispenser and optician's time is spent working with adult patients. Recent decades have seen the shift in attention for patient management move into the developmental space for optometry, so it is logical that the practicing dispenser develop an understanding of this critical aspect of development. This talk broadly examines the developmental processes in the human visual system from birth to adolescence. We then examine the potential impact of external influences on this development to understand how, as practitioners, dispensers and opticians can play a role in the management of this process. Finally we will discuss concepts pertaining to paediatric optics and methods implemented in practice during this phase.</p> <p>In this presentation the registrants will achieve the following learning outcomes:</p> <ul style="list-style-type: none"> - Obtain an understanding of the key processes occurring during the development of the visual system. - Understanding the impact of deviations from an optimal developmental pathway on a patients refractive and visual outcomes <ul style="list-style-type: none"> - Observe the impact of external factors on visual development - Develop an understanding of the means by which optometry strives to intervene in the developmental pathway to benefit the

1700 – 1800	<p>Inventory Management to Maximise Profits</p> <p>Kate Hall, ProVision</p> <p><i>More details about this masterclass will be available soon</i></p>	<p>Top 10 Tips for Quality Dispensing</p> <p>Steve Daras, TAFE NSW</p> <p><i>More details about this masterclass will be available soon</i></p>
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	PRESENTATIONS – SUNDAY, 10 SEPTEMBER 2023		
Time	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;">PRACTICE MANAGEMENT STREAM</td> <td style="width: 50%; text-align: center;">DISPENSING STREAM</td> </tr> </table>	PRACTICE MANAGEMENT STREAM	DISPENSING STREAM
PRACTICE MANAGEMENT STREAM	DISPENSING STREAM		

0900 – 1000	<p>Tips for Trust-based selling</p> <p>Emma Gillies, Purple Key Consulting</p> <p><i>In optometry, creating lasting patient relationships based on trust is paramount to business success. This masterclass is designed specifically for optometrists and front-of-house staff, to dispel the discomfort of “selling” and providing valuable insights on how to build trust, sell with integrity, and cultivate loyal patients who truly value the advice they are given.</i></p> <p><i>We will explore a paradigm shift towards trust-based selling, where the focus is on building authentic connections and delivering genuine value to patients, through advanced communication and rapport building techniques. You will leave the masterclass equipped with practical tips, actionable strategies, and a renewed mindset that transforms the sales process into a relationship-building conversation based on trust, integrity, and value.</i></p>	<p>Myopia management for the optical dispenser</p> <p>Grant Hannaford, Hannaford Eyewear, UNSW</p> <p><i>Myopia control has become an area of significant attention in the ophthalmic industry over the last decades, with significant advances made in detection, quantification and management. This talk examines the aetiology of myopia from an optician’s and ophthalmic dispenser’s perspective. From this foundation we discuss the broad families of intervention and look at developing pathways for engagement from the perspective of the optician and ophthalmic dispenser.</i></p> <p><i>In this presentation the registrants will achieve the following learning outcomes:</i></p> <p><i>Understand the core principles underpinning current theories for myopic development</i></p> <p><i>Explore the range of spectacle lens technologies currently on offer for the management of myopia</i></p> <ul style="list-style-type: none"> - <i>Discuss fitting methods for the range of lenses discussed and how to select frames appropriate for these designs</i> - <i>Understand the relative efficacy of the spectacle lens designs currently offered in industry</i> - <i>Develop an understanding of the treatment pathway from a clinical intervention perspective</i>
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1130 – 1230	<p>AI and the Future of Lenses</p> <p>Grant Hannaford, Hannaford Eyewear, UNSW</p> <p><i>Ophthalmic optics has long been an area in which developments in computational techniques have found rapid applications. This talk examines core concepts and techniques in the application of big data to models implementing machine learning and artificial intelligence. From a foundation of linear regression and iterative models we discuss general cases which demonstrate a common pathway used in machine learning. This process is then developed in the context firstly of lens design optimisation, then postural integration into lens design, and the incorporation of large biometric data sets into normative sets for the application of biometric data to lens designs. Finally, we will discuss some of the risks contained in the implementation of machine learning in lens design, and some of the legal and ethical framework surrounding these techniques and applications.</i></p> <p><i>Masterclass participants will achieve the following learning outcomes: The core principles behind iterative machine learning models, Observe the structure of a sample machine learning model in a medical application, Develop an understanding of the scale of available data sets and the inability of traditional linear regression statistical modelling to provide usable outcomes, Sample applications of AI and machine learning in lens design optimisation from industry examples, Sample applications of AI and machine learning in the application of postural and gaze modelling into lens design, Demonstrate the application of AI and machine learning in the development of refractive error and biometric normative models, Observe the application of these models to lens designs, Appreciate the pitfalls in constantly updating data from AI and potential data skew and drift from outliers due to poor data, Discuss the legal requirements for output verification and some examples of legal frameworks controlling</i></p>	<p>A dispensers guide to understanding lens and lifestyle needs for patients with Presbyopia</p> <p>April Petrusma, ODA</p> <p><i>Insight into a patient’s life is just as important as their prescription when it comes to dispensing the right lenses, particularly for those with presbyopia. One of the many skills an Optical Dispenser should possess, is the ability to ask the right questions and translate the patients’ answers into a positive visual outcome. The ultimate objective should be to dispense lenses that cater not only to presbyopia but also to the way the patient lives their life.</i></p> <p><i>This lecture will explore the role of Optical Dispensers in determining the true needs of presbyopic patients and therefore making the most appropriate lens recommendations. It will highlight the advantages of lifestyle dispensing, explain why the common one-size-fits-all approach is inadequate, and demonstrate how patient education to set realistic expectations can play a significant role in empowering patients to achieve successful outcomes.</i></p>
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1330 – 1430	<p>Inventory Management to Maximise Profits</p> <p>Kate Hall, ProVision</p>	<p>Accurate measurements for dispensing (includes biomechanics)</p> <p>Steve Daras, TAFE NSW</p>
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Program as of August 2023 and subject to change.