

MAR 2019



Focal Point

Newsletter of the Arizona Optometric Association

AOA'S 74TH PRESIDENT/AZOA PAST PRESIDENT, PROFESSION LEADER PASSES

AZOA, AOA, AZCOPT all mourn the loss of Dr. Donald Jarnagin

"His caring and affectionate nature, and his infectious, mischievous laugh that seemed to be always waiting just around the corner, made him impossible not to love."

-Joshua Baker, O.D.



A memorial honoring Dr. Jarnagin will be held at AZCOPT's Glendale Campus Auditorium at 10:30 a.m., Saturday, March 30.

It is with great sadness that AOA/AZOA notes the passing of its 74th president, Donald E. Jarnagin, O.D., 74, on Sunday, March 3. A charismatic educator and mentor, and a passionate optometric leader who pioneered the advancement of the profession, Dr. Jarnagin passed following a long battle with cancer while on a mission trip in Guatemala.

A resident of Peoria, Arizona, Dr. Jarnagin is remembered not only for his professional leadership as AOA president, 1995-96, and Arizona Optometric Association (AZOA) president, 1977-78, but also for being an ardent champion for students, faculty and staff alike as Midwestern University (MWU) Arizona College of Optometry (AZCOPT) dean.

"Optometry was just perfect for me," Dr. Jarnagin said in a StoryCorps interview, recorded by the Optometric Historical Society on Feb. 22, 2019. Listen as Dr. Jarnagin describes his life, work and developments in optometry over the course of his career.

"I feel that I sat on the shoulders of those who came before me and I was able to say, 'okay, here's what we can do.' I could see a brighter future for optometry-not that it was a bad place-but to improve the patient care in the communities that we

cont'd on page 3

PRESIDENT'S MESSAGE: BY DR. BETH PYLE-SMITH

AZOA has lost one of their own.



A mentor, a friend, a colleague, a lumus, and an integral part of the AZOA family had

passed away, Dr. Don Jarnigan lost his fight with cancer. This made me pause and think of him and how he has impacted me, our state, and our profession. I had the honor of our AZOA Past President to swear me into the AZOA Presidency last April in Tucson. It meant so much more to me than he would know. He always seemed larger than life with such accolades of AZOA President, GWCO President, AOA President, Dean of AZCOPT, OD of the Year Awards and Lifetime Achievement Awards, just to name a few biggies, but

recently, I had the opportunity to get to know him more on a personal level which I will always treasure. He had such a big heart for optometry and a love to teach others. He continued to teach up until his death, for he so loved the students. He held fundraisers for politicians because he understood the influences they had towards our profession. He frequently attended many AZOA functions and was always supportive of the AZOA and the AOA. He touched so many lives including mine, and will truly be missed yet always treasured. My thoughts and prayers of comfort are sent to his family, friends, and students at this difficult time.

Connect, Evolve and Thrive.

AZOA President, Dr. Beth Pyle-Smith

DR. JARNAGIN CONT'D FROM COVER STORY

Dr. Jarnagin, a graduate of Arizona State University before receiving his Doctor of Optometry degree from Southern California College of Optometry (SCCO) in 1970, was drafted into the U.S. Army as a Captain and Optometry Officer in the Medical Service Corps from 1971-1973, where he received an Army Commendation Medal. He then returned to Arizona and entered private practice with his own personal doctor of optometry who had provided his vision care as a youth. Less than a decade later, Dr. Jarnagin would ascend AZOA's leadership as president and later as AOA president. He served more than 30 years in private practice, caring for the community of Glendale and the West Valley, before starting a new chapter as optometric educator and leader.



In 2007, Dr. Jarnagin joined AZCOPT faculty and began providing care at the MWU Multispecialty Clinic. Only three years later, he would be appointed as interim dean-later, dean-of the college. Dr. Jarnagin championed efforts for full accreditation; established new rotations, residencies and external clinics; and inaugurated the MWU Eye Institute, AZCOPT notes. He led the college until his retirement in 2016 but continued inspiring students and faculty alike as a mentor and fervent volunteer.



One of the founding fathers of the Great Western Council of Optometry (GWCO), Dr. Jarnagin was recognized with numerous awards throughout his career, including "O.D. of the Year" from the Central Arizona Optometry Society, AZOA and GWCO. The latter two also bestowed Dr. Jarnagin with Lifetime Achievement Awards. Additionally, SCCO honored him with the Circle of Vision Distinguished Individual Philanthropist Award and MWU awarded him the Shooting Star Award for community service along with his wife, Sharon.

Involved in numerous community service organizations, Dr. Jarnagin was passionate volunteering with MWU/DOCARE multidisciplinary medical missions to Guatemala that provide eye care and glasses to underserved populations. It was on one of these recent volunteer trips that he passed away.

Leader, mentor and friend

Joshua Baker, O.D., AZCOPT dean, says he was privileged to call Dr. Jarnagin a mentor and friend. It was his emphasis for caring for each other and looking after one another that has left the most lasting impact on the program, Dr. Baker.

cont'd on page 11

AZOA 2019 SPRING CONGRESS

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APRIL 5-7



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Optometrist, Founder, Designer & Developer

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The AOA met with the FTC's Director of Consumer Protection Agency on February 11th in Washington, D.C. to object to the proposed new rule that would require doctors to have patients sign a document stating that they received a copy of their Contact lens prescription and keep it on record for three years. This totally un-necessary and burdensome paperwork rule was backed by 1-800 contacts. The FTC Commissioners are expected to act on this soon.



Pictured is; Dr. David Cockrell, past AOA President, Mr. Matt Willet, AOA Director of Government Relations, Dr. Stacey Meier, AZOA Executive Director and Ms. Kara Webb, AOA Director of Coding and Regulatory Policy.

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AZOA Welcomes NEW MEMBERS!

(as of March 2019)

Joseph Brewer

Todd Brown

Brett Christensen

Stephanie Cooper

Cara Eby

Ariel Esquibel

Elizabeth Hundelt

Jaclyn Johnson

Jordan Keeney

Kelly Keith

Jillian Nirenberg

Shane Sanders

Robert Spruance

Rachel Wells

AZOA MEMBER NEWS

The Chance to Be a Hero

By Ric Rios, OD

(reprinted from VSP Global At A Glance)



I knew when I was in eighth grade that I wanted to be an optometrist. I got glasses when I was six and contacts at 12, and because I spent so much time at the eye

doctor, I decided right then that that's what I wanted to be. I even wrote to optometry schools when I was 14. Fast-forward a few years, and now I'm leading a booming practice with 25 employees and thousands of patients. Today, I couldn't be more excited about private practice optometry—the freedom and opportunity it gives me to improve people's lives and to be someone's hero.

Being a private practice owner, I have the freedom to practice at whatever level that I want. As the optometric industry has changed over the years, I, like many of my peers, have evolved to stay relevant with it. In my practice, we evolved with the medical field and have become a very medically-oriented practice. We do specialty contacts, dry eye, myopia prevention, macular disease prevention, glaucoma treatment, children's

exams. You name it. That wouldn't be as feasible in another type of practice setting, with restrictions on our time and the equipment we use. I think that to survive in this industry, you have to look at the medical model to some degree. It's a great benefit to patients, and students coming out of school are well-versed on these topics and well-equipped to start practicing in that mode.

My favorite thing about private practice optometry, and the field in general, is that we get to be heroes. I was talking to a patient recently about how you rarely hear about people going blind like they used to. Back when I was a kid, you'd have an aunt or an uncle, a grandfather, or friend who went blind from macular degeneration, diabetic retinopathy, glaucoma, or a detached retina. We don't see that as much nowadays because technology allows us to detect these diseases early and to help treat them. Now, we get to be the ones who are in there, finding problems early and stopping them in their tracks.

Whether treating the professional athlete who breaks into tears when his new specialty contacts enable him to see clearly, the pilot who will now get his license back, the person with dry eyes who will no longer suffer every day, or the person who walks in with broken, unwearable glasses and walks out with shiny new ones... to me, there is

cont'd on page 9

LEGISLATIVE UPDATES: BY DR. ANNETTE HANIAN

The AZOA Legislation Committee is a huge committee...it includes YOU! Every AZOA member is a member of the committee. Now is your time to participate, on your own schedule. A lot of research and brainstorming goes into our committee actions long before any bill or testimony happens. The months between legislative sessions are when we do that work. Since we all have different schedules and are spread out all over the state, we keep this committee a loose structure. The committee doesn't have regular meetings to attend or teleconferences, but we do need you to participate.

Specifically, we need everyone's input on the following:

1. What scope changes do you need in your daily clinical practice that we don't current have? Specific patient examples are really advantageous. When you come across something in your day to day practice, just send a quick email to tell us about it.
2. What do you think are the best arguments for those changes? This is where the specific patient examples make a difference to legislators. Clinical and didactic arguments are both useful. Make your best case. Just a quick point form email will help.
3. We need published articles that support our position for scope expansion. If you see an article that would help our argument then please send it. More active participation can make for a larger database; a few of us can't read everything out there but together we can cover more publications.
4. If you have connections and contacts that can be useful, then let us know. You may run across someone that could be helpful at church, or your kid's school or on vacation... just let us know.

This is all it takes to be an active member of the AZOA Legislation Committee. Basically, if you

See Something, then Say Something.

We need your experience. Send us your thoughts and ideas to **drhanian@completevisioncare.com** at any time, every time so that we can compile our best arguments and build merit for our position.

We can all work together to make Optometry stronger.

How can group purchasing help my practice?

AZOA Member Benefit: Unlock savings to everyday items in your practice. How to stop paying full price on items in your practice



AZOA members can receive double-digit discounts through AOAExcel's group purchasing program. With no cost to join the program and no spending threshold to maintain participation, group purchasing can benefit your practice in several ways, including:

- **Save on shipping expenses** – Whether you're shipping glasses and contact lenses or sending patient correspondence, AOAExcel's group purchasing program can provide discounts on both inbound and outbound shipping with trusted vendors, including FedEx, Pitney Bowes and UPS.
- **Spend less on everyday office supplies** – Reduce the amount of overhead dedicated to your practice's essentials, such as pens, paper, mailing envelopes and breakroom items. With annual rebates and up to 65% off at Office Depot, and a core list of 500 frequently-purchased items at Staples, the savings possibilities are endless.
- **Access double-digit discounts on calling plans** – AOAExcel's group purchasing discounts with both Sprint and Verizon gives employers access to significant corporate calling discounts on eligible plans, with the option to extend the discount to employees for their personal plans.
- **Buy more optometry essentials with less** – Save up to 40% on amniotic membrane tissue by enrolling in AOAExcel's group purchasing discount with BioD Optix, and take advantage of special savings on medical supplies through McKesson and Henry Schein.

AOAExcel has partnered with Intalere, one of healthcare's largest group purchasing organizations, who aggregates purchasing volume and uses the spending to negotiate discounts with hundreds of vendors and suppliers nationwide ranging from medical supplies and office furniture to cleaning supplies, car rentals and more.

Visit <https://www.aoa.org/aoaexcel/group-purchasing> for more information about this new AZOA member benefit and to enroll your practice today.

Start Saving Today.

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AOA MEMBER BENEFIT

DR. RIC RIOS ARTICLE CONT'D FROM PAGE 6

really nothing more rewarding than making somebody's life better.

VSP Global has been a great partner from the beginning—first, as a vehicle to let people know we existed; and then to support us as we've grown our business. We are all-in with VSP—we use VSP laboratories and VSP products—and our practice has skyrocketed as a result.

I sometimes think we have maximized everything VSP has to offer, and then we have a meeting with our rep and learn about even more things we could be doing to grow the practice. The Premier Program, specifically, provides substantial value. Patients seek out Premier locations so they can maximize their benefits and receive enhanced services. As a result, we are seeing more patients, and patient satisfaction has gone up. I would recommend everybody learn more about it.

As I see it, as the industry continues to evolve, there will be more opportunities to improve people's lives. To be heroes. It's an exciting time to be in private practice optometry.

2019 SPRING CONGRESS IS FAST APPROACHING!

APRIL 5-7, 2019 - NEW LOCATION FOR 2019!



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Four Ways to Write a Better Career Center Post



If you're looking to hire an associate optometrist, or even a partner in your practice, you've likely considered posting an ad through an industry resource like the AOA's Optometry's Career Center. But, how can you be sure that your posting stands out from the rest and attracts the caliber of talent that you seek? These four tips will ensure that your opportunity is a top choice for the most qualified candidates:

1. Be specific in your headline – Instead of a generic headline like, "Seeking Associate Optometrist," write something specific like, "Seeking Associate Optometrist with Focus on Pediatrics, Full Benefits."
2. Describe the role in detail within the post – Be sure to explain the culture of your practice, what your patient base is like, and the equipment utilized in your practice. It's important that an applicant has a clear view of what life will be like working for and with you.
3. Clearly list all benefits, both expected and unexpected – All applicants will want to know what is offered in the way of retirement plans, health insurance, and paid time off. But, don't forget to include any unique benefits that you may offer. For example, does your practice pay for staff AZOA and AOA membership dues, or attendance to any CE events or conferences throughout the year?
4. Sell the greater community as well as your practice –What makes your community a great place to live? If an applicant is considering relocating to take your position, what sort of local amenities can they enjoy in their free time?

Writing a winning career post is an important step to finding your dream hire, but equally important is deciding where to post it. Optometry's Career Center is the official career center of the AOA and uniquely caters to the optometric industry. AZOA members can save up to 50% on their postings, which comes with free access to a resume database. Opportunities begin here – maximize your search nationwide and get started today.

Visit <https://www.aoa.org/aoaexcel/career-center> for more information.

SAVE THE DATE FOR 2019 FALL CONGRESS! NOVEMBER 15-17, 2019



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DR. JARNAGIN CONT'D FROM PAGE 3

“His caring and affectionate nature, and his infectious, mischievous laugh that seemed to be always waiting just around the corner, made him impossible not to love,” Dr. Baker notes.

“Each of us can likely recall a time we were struggling with something at work, or at home or in our studies, and Dr. Jarnagin would be there to put his arms around us, to encourage us, to help us in any way he could. I believe he felt that was his primary objective as dean, to shepherd us through the most difficult moments and to be a constant source of support and encouragement.”

Although it’s difficult thinking about recovering from his loss, Dr. Baker knows if it were up to Dr. Jarnagin, he’d want everyone to come together and continue working toward his vision for the program and patients. Most importantly, he’d want everyone to laugh and remember the good times.

That’s precisely the kind of person Kevin Alexander, O.D., Ph.D., Marshall B. Ketchum University SCCO president, recalls of the man who helped recruit Dr. Alexander for SCCO. His unflagging support and generosity even culminated in the naming of SCCO’s Jarnagin Center for Primary Eye Care.

“He was one of those people you couldn’t help but like; you enjoyed talking with him,” Dr. Alexander says. “When you think of his qualities, he was the perfect candidate for being a dean—it’s all about leadership, and he had that in spades. He’s our close friend and we’re going to miss him.”

Stacey Meier, O.D., AZOA executive director,

says the entire optometric community lost a great leader, comrade, friend and pioneer, and Dr. Jarnagin’s years of dedicated service are beyond commendable. Dr. Meier recalls a hard-working, generous and all-around fun person to be around.

“‘Do the right thing, even when no one is watching,’ is a quote that I’ll never forget hearing Dr. Jarnagin say so many times to new doctors at AZCOPT’s graduation,” Dr. Meier writes. “It really says a lot about the man Don was.”

Adds AOA Past President T. Joel Byars, O.D.: “Dr. Jarnagin was a leader, a mentor and a friend to many, and I know we will all agree his absence will be felt across our beloved profession.”

A memorial honoring Dr. Jarnagin will be held at AZCOPT’s Glendale Campus Auditorium at 10:30 a.m., Saturday, March 30.



Dr. Jarnagin pictured here with sister Kay

An Interview with One of My Optometry Mentors – Dr. Donald Jarnagin by Dr. Lilien Vogl, Past AZOA President

On February 22, 2019 I had an opportunity to sit down with Don Jarnagin to reflect on his optometry career. Before we started, he asked me why I wanted to interview him, and I told him “50 years from now OD’s might want to know all the important things that happened during your career”. The interview was entertaining, insightful and honest as only Don could be. He shared stories about his family and early life growing up in Glendale AZ as well as advice his father gave. Did you know Don chose optometry over professional football? He talked of his early career in the Phoenix area and important optometry influences mentors of his career. He spoke of his interest in national advocacy for optometry and friendships at the AOA as well as the importance of military experiences of many optometrists in pushing the profession forward. He spoke of the importance of giving back to your personal community on his career and longtime friendships and his final optometry role as Dean at AZCOPT. Unfortunately, we ran out of time on the recording and time with Don as well. I will miss you!



My interview with Dr. Jarnagin was prompted by the Optometric Historical Society’s Oral History Project part of Influential Az Optometrists Series. The interview can be accessed at <http://bit.ly/JarnaginFeb22>. If you would like to interview an OD for this important program you can contact me or access the program at Optometry Cares <http://www.aoafoundation.org/ohs/oral-history/>.

SAVE THE DATE FOR 2020 BRONSTEIN SEMINAR! **JANUARY 10-12, 2020**



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SPRING CONGRESS SCHEDULE

Friday, April 5

- 12PM-5PM Registration (please note that registration does not open until **12pm**)
- 1PM-2PM **Nutrition and Diabetes/Johnson/58719-SD**
This course discusses the prevalence of diabetes in the United States, examines the relationship between diabetes and obesity, explores potential factor that contribute to obesity and discusses ways to increase awareness among patients and providers.
- 2PM-3PM **Neuroimaging 101 for the Optometric Physician/Johnson/50381-NO**
This course examines current neuroimaging techniques used in eye care, discusses indications for their use, and explains how to write appropriate orders for neuroimaging.
- 3PM-5PM **Lids and Lashes on the Cutting Edge/Johnson/58828-SP**
This course features advanced procedures that optometrists have been performing for several years to treat benign and malignant neoplasms, cysts, hordeola, chalazia, trichiasis, blepharospasm, distichiasis, entropion, and dry eye via punctal occlusion. Lid anatomy is reviewed. An overview of the technology used in these procedures is discussed. Videos of procedures are used to enhance learning and demonstrate technique.
- 5PM-7PM **AZOA Sports Mania - Exhibit Hall & Reception**
Batter up and join us for all-star bash in the exhibit hall where your fellow ODs and leading industry partners are all on the winning team. Sport your favorite team's jersey or colors as we kick-off the meeting while enjoying cocktails, popcorn, peanuts and maybe even Cracker Jacks.....
- 7PM Dinner on Own for Attendees

Saturday, April 6

- 7AM Registration and **ALCON SPONSORED BREAKFAST/PRESENTATION**
- 8AM-10AM **The Pressures On Managing Challenging Cases in Glaucoma/Dunbar/51011-GL**
This complimentary program is a valuable investment of your time. Return to your practice with evidence-based ideas to optimize your patient care. Ask questions and get answers from renowned glaucoma specialists. Find guidance on challenging cases. Hear about new therapies on the horizon. Find insights on risk assessment. Use innovative patient management strategies.
- 10AM-12PM **Innovations in Retina Impressions from a Blue Collar Lunch Pail Optometrist/Dunbar/51694-PS**
Perhaps the most significant revolutionary advances in eye care have occurred with posterior segment eye disease. SDOCT continues to find new frontiers with OCT angiography and fundus autofluorescence FAF has emerged as an important tool in the management of AMD and occult maculopathies. There are incredible new treatments for wet AMD and we are on the brink of curing dry AMD. Diabetes has reached epidemic proportions and will impact every optometric office. This lecture will take a practical blue collar approach to the latest innovations in the diagnosis and treatment of common retinal disease.

- 12PM-2PM Exhibit Hall/Luncheon
- 2PM-5PM **3 Hour Opioid CE Event - Hobbs/59627-PB, Kozlowski/ 59630-PH, Feis,& Miller/59629-PB**
Join us for three hours of COPE CE on opioid training. This course is FREE for AZOA members and \$150 for non-members of the AZOA. For non-members, fee is included in complete package rates but not the daily rates. Members and non-members must register in advance to attend. Limited availability.
- 5PM-6PM AZOA Business/Membership Meeting
- 6PM-8:30PM Cocktails/Dinner/AZOA Awards Presentations
- 8:30PM Dr. Jon Wold's New President's Reception - President's Suite **(Everyone welcome!)**
Please join us at the reception honoring Dr. Jon Wold as the 2019-2020 President of the AZOA! Have a cocktail, and mingle with some of your fellow ODs at this event which is always a crowd favorite!

Sunday, April 7

- 7AM Registration and **BAUSCH & LOMB SPONSORED BREAKFAST/PRESENTATION**
- 8AM-9AM **Corneal Dystrophies and Degenerations: Diagnosis and Management/Gromacki/50934-AS**
This course reviews corneal dystrophies and degenerations, utilizing the presenters clear images to prepare the attendee for the CCLRT Diplomate examinations.
- 9AM-10AM **The Science and Technology of Contact Lens Care/ Gromacki/58075-CL**
New advances in scleral and specialty lenses have necessitated new paradigms for cleaning and disinfecting these contact lenses. Improper handling and care can impede success with these high-tech lenses. With another solution recall last year, the US FDA has once again taken the initiative to ascertain the safety of contact lens care products. This lecturer will present highlights from her AAO presentation to the FDA Ophthalmic Devices Panel products for our newest materials and designs, including scleral and hybrid lenses with a new hydrogel coating biofilms compliance research and what is planned for the future.
- 10AM-12PM **Pearls for Managing Keratoconus with CXL (Corneal Collagen Crosslinking)/Gromacki/59274-AS**
A clinical optometrist whose practice has performed over 1000 corneal collagen crosslinking CXL procedures will share her experience with the clinical management before, during, and after CXL. You will learn patient selection and education, mechanism of action, postoperative care, and optimal contact lens correction after the procedure. Contact lens designs such as conventional, hybrid and large overall diameter will be discussed for you to fit the correct lens after the conclusion of the procedure.
- 12PM-1PM Lunch on Own
- 1PM-3PM **Tucson VA Residents Present: SAVAHCs Grand Rounds: Ocular Manifestations of Systemic Disease/ 59909-SD**
This course highlights various ocular manifestations of systemic disease processes. The differential diagnoses, optometric management, and clinical pearls to correct diagnosis will be discussed.



SEVENTH ANNUAL [RESIDENTS' DAY] AN OCULAR DISEASE SYMPOSIUM

Presented by the Arizona College of Optometry

Optometry Continuing Education – Residents' Day

Saturday, April 27, 2019 | 9:00 AM to 4:00 PM

Poster Session and Continental Breakfast | 8:00 to 9:00 AM

Midwestern University Auditorium | Glendale, Arizona

Up to 7 CE hours

Residents' Day early bird registration:

\$125 | After March 18: \$175

Residents' Day and Opioid CE early bird registration:

\$250 | After March 18: \$300

Saturday lunch included

Register at: www.midwestern.edu/residentsday2019

Half-day registration is available.

For more information, contact:

Caitlin Miller, O.D., FAAO

azcopt-ce@midwestern.edu | 623-806-7276

Opioid Continuing Education Event

Sunday, April 28, 2019

9:00 AM to 12:00 PM

Continental Breakfast 8:00 to 9:00 AM


Midwestern University Auditorium
Glendale, Arizona

Up to 3 CE Hours

Opioid CE single event registration: \$125



Saturday: Up to 7 CE Hours*
Sunday: Up to 3 CE Hours*

* approval pending for all courses



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