

NIGHTLENSES ROADSHOWS & WEBINARS

2024

DATE & TIME		FORMAT	VENUE	TITLE	CPD
JANUARY	21-22	WORKSHOP	EYECARE CONFERENCE	The Secret Life of the Cornea - what we do know and what we should know.	3
MARCH	6	WEBINAR		Myopia Management and control with specs, day lenses and orthok night lenses - the optical principles.	3
APRIL	3	WEBINAR		OrthoK Night Lens Fitting Intro – The Patient Journey.	3
	14	ROADSHOW	EDINBURGH	* See Roadshow next page	
	25-27	WORKSHOP	EFCLIN CONFERENCE		
MAY	8	WEBINAR		Introduction to Irregular Corneal Contact Lens Fitting.	3
JUNE	5	WEBINAR		Ask Scott Anything!!	3
SEPTEMBER	8-9	ROADSHOW	BELFAST	* See Roadshow next page	
OCTOBER	6	ROADSHOW	BIRMINGHAM	* See Roadshow next page	
	16	WEBINAR		Topography for orthok night lens fitting. Baseline and subtractive assessments.	3

DETAILS

OrthoK Night Lens Fitting Intro – The Patient Journey. (3CDP)

Level: Suitable for all levels of experience.

This presentation gives an introduction to orthok night lens fitting and follows example patients through their fitting journey.

This is a great webinar to join if you are just starting or thinking about starting orthok night lens fitting. This webinar does NOT go into detailed topography, or custom fitting for complex prescriptions, which are to be covered in separate webinars.

Custom OrthoK Night Lens Fitting for Complex Patients. (3 CDP)

Level: Aimed at fitters with night lens fitting. Suitable for all levels of experience.

This webinar looks in detail at night lens customisation and topography. Designed for fitters wanting to maximise their success with more complex prescriptions, presbyopia and myopia control.

Topography for orthok night lens fitting. Baseline and subtractive assessments. (3 CPD)

Level: Aimed at existing topographer users. Suitable for all levels of experience.

This lecture/webinar covers baseline topography assessment and subtractive assessment following orthok night lens wear. The principles of topography apply to all topographer types, although examples will be shown from the Medmont topographer.

Ask Scott Anything!! (3 CPD)

Level: Suitable for all levels of experience.

This is a discussion session in which questions can be submitted in advance. Questions will be put into sections including; general GP, orthok night lens and irregular corneal fitting.



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NIGHTLENSES ROADSHOW

Night Lenses | the new name for Ortho-K

Covering clinical and commercial aspects of night lens fitting. This roadshow enables fitters to get comprehensive understanding of how to start, improve and grow your practice with night lenses.

10.00am	Coffee, pastries and welcome General public communication of 'orthok' Life stories, How your business will grow (Commercial)
10.45am	OrthoK Night Lens Fitting Intro – The Patient Journey. Optical principles, Lens Design, Patient Fitting Journey (Clinical)
12.00am	Topography for orthok night lens fitting. Baseline and subtractive assessments.
1.00pm	Lunch Marketing & social media made simple Pricing, plans, getting digital, practice assets (Commercial)
2.00pm	Custom OrthoK Night Lens Fitting for Complex Patients. Understand the lens adjustments to refine correction, post-lasik and high Rx covered
3.30pm	How to join the #nightlenses revolution!
4.00pm	Open discussion and review



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Tom GRIFFITHS
Commercial

CLINICAL

Introduction to Irregular Corneal Contact Lens Fitting. (3 CPD)

Level: Suitable for all levels of experience.

This presentation introduces the principles of irregular corneal fitting. Focusing on keratoconus, it covers detection, monitoring and management with contact lenses. Corneal and scleral GP lens fitting are covered with most modes of contact lenses being discussed.

Myopia Management and control with specs, day lenses and orthok night lenses. The optical principles. (3 CPD)

Level: Suitable for all levels of experience.

This presentation introduces the optical options encouraging all ECPs to get started with myopia management. It covers myopia in the global populations, the anatomical changes and implications this has on patients. MC specs, day lenses and orthok night lenses will be reviewed in context of (UK) optometric practice.

COMMERCIAL

1. General public communication of 'orthok'

Insights into what the public think and understand of optometry.

Tom's story: why the public need terminology that they can use.

2. Marketing & social media made simple

Specifics of how to set up your website and socials to start getting new patients. Including some basics of what SEOs, rankings, click thru etc mean, and what you *actually* need to know vs what you might think or even worry about. We'll demystify and simplify everything.

3. Order assets: posters, strut boards, A-Boards

A demonstration of what's available. Ordering it.

4. How to join the #nightlenses revolution!

The global picture and the mission to make 'night lenses' publicly understood. How you can help.