



# 38<sup>th</sup>

## BCLA Clinical Conference and Exhibition, ICC Birmingham UK 6-9 June 2014

*"What will you take away...?"*

PARTNERS

**Alcon**



CooperVision

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PLATINUM



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## President's welcome letter

**“With so much to take away this year,** we will be providing all the resources you need to continue enhancing your clinical skills and business strategies long after the conference doors close. BCLA 2014 heralds a new direction for our flagship international conference, with bold and exciting voyages of discovery and learning to experience and enjoy.

With new digital platforms to inform and engage, it will be a truly interactive event for – and in support of – the global contact lens community.”

**Andy Yorke,**  
BCLA President



Look out for the special icon throughout the programme which indicates a session that promises to give you an idea or two to be able to take home and put immediately into practice.

**The challenge is on for every person; what will you take away...?**

# Programme highlights

"We have made a number of changes to the programme for 2014, to greatly enhance the appeal of the conference and to deliver more educational opportunities and diversity for delegates from all walks of the profession and industry. As well as the new Friday to Monday format, we have more hands-on workshops and a renewed focus on everyday contact lens practice issues such as comfort, keratoconus and myopia control all enhanced by familiar features such as Clinical Grand Rounds and a practical business track.

"We have also secured the prestigious presence of both a TFOS sponsored session and entertaining, relevant clinical speakers from the USA to tie up with Vision Expo – the world's biggest biannual CET event for optics. Delegates will be able to apply much of what they learn the very next day in practice – a concept that will be at the very heart of this world class event."

**Nicholas Rumney**, BCLA Conference Programme Coordinator

## TFOS session

Recognising the importance of discomfort as a complication during contact lens wear, the Tear Film and Ocular Surface Society initiated a workshop during 2012, in which 79 international experts met to consider the issue in detail. The aims of this group were to:

- 1. Conduct an evidence-based evaluation of contact lens related discomfort (CLD) in health and disease;
- 2. Develop a contemporary understanding of the definition, classification, epidemiology, and neurobiology of CLD;
- 3. Examine the role of lens materials, design, and care in the aetiology of CLD;
- 4. Assess the biocompatibility of contact lenses with the tear film and ocular surface;
- 5. Develop appropriate norms of trial design, including outcome measures for CLD;
- 6. Develop recommendations for the management and therapy of CLD; and
- 7. Develop recommendations for future innovative research in CLD.

The resulting report is a landmark in our understanding of CLD and an essential reference for all those concerned with the practice and science of contact lenses. As an introduction to this important work, members of the Workshop will present their key findings to the BCLA during the annual clinical conference.

## Global Contact Lens Forum

Following the historic agreement between the BCLA and Vision Expo/The Vision Council, the 2014 BCLA Conference will for the first time include a Global Contact Lens Forum with top US speakers. This new Forum will be the perfect collision of science, education and business content and will provide value for eyecare providers as well. "Successful practice is not about running a business against a clinical programme or a clinical programme to the detriment of a business. You need both to run well", says Nick Rumney, BCLA Conference Programme Coordinator. "We want to attract more eyecare practitioners to our meeting and, in order to do so, recognised that we needed to be able to teach them how to take their new knowledge and put it into practice. Vision Expo offers a model of excellence and its business solutions are an exact fit."

"It all has to do with building deliverable outcomes that benefit the practitioners attending and, ultimately, their patients," continued Nick. "Whatever you pick up at our conference can be put into practice the very next day. It feeds right back to the patient. This forum is based on that model and promises to be the global showcase for the best scientific and business content."



### **In the Spotlight...**

- Myopia management in clinical practice, Presented by Kate Johnson and Dr Paul Gifford
- History and symptom taking: how to balance time/efficiency, Presented by Professor James Wolffsohn, Caroline Christie and Judith Morris
- Speciality lens spotlight, Presented by Professor Pat Caroline and Martin Conway

### **The next generation – focus on Students**

The BCLA prides itself on its inclusive nature and facilitating access to the best speakers and the best knowledge. Our future is the student optical population and once again the conference is an ideal venue to boost your education. With RGP workshops and Dip CL sessions (for the qualified student) the BCLA Conference is ideal for undergraduate, pre-reg and newly qualified. In 2015 the BCLA will host a showcase of the best of UK student research, so if you are a postgrad and thinking about next year, make sure you get a taste in 2014

### **Peer Discussion Groups**

Continuing on from the success of the inaugural Peer Discussion Groups at the BCLA 2013 and the BCLA to Go Peer Discussion events held around the UK, there will be even greater opportunity to participate in a discussion group at BCLA 2014. Groups will be available to attend most days of the conference and will be free of charge for full conference delegates. Pre-registration is still required so book your space early to avoid disappointment!

### **Surgical spirit!**

For the first time at the BCLA, we will have live surgery! The session 'Modern Ocular Surgery' is aimed at introducing ECPs to the real world of modern ocular surgery and will deliver everything an ECP needs to know about what their patients want to know.

### **Mind your own Business**

If you run your own practice and want a clear focus on the contact lens element of your business look no further than the BCLA Conference Business Session. Coordinated by Industry expert and Optometrist Ross Grant, our aim is that participants can receive a toolkit that covers the basics as well as the advanced skill sets needed.

With a healthy mix of clinical (fitting the best is best for business) and business this could be just what you are looking for. Tackling issues such as inventory and negotiation establishing a transparent pricing structure and understanding the relationship between Optometrist and CLO.





## Focus on contact lens practitioners

The direction of travel of the BCLA Conference is increasingly aimed squarely at the contact lens practitioner and 2014 increases this trend. With keynote sessions on drop out and patient behaviour, top speakers on everyday subjects such as keratoconus and more workshops than ever, 2014 will be the best conference ever. Other highlights will be a our newly shared venture with Vision Expo and as the optical professions move into myopia therapy, a complete session on contact lenses and children in practice will certainly prepare the ground.

## Special 2 day package rate

We have for the first time introduced a special 2 Day package for delegates wanting to attend Sunday and Monday, in particular the independent practitioners who find it difficult to take time out of practice on Friday or Saturday. For BCLA members this is at the reduced price of £280 if booked before the Early Bird deadline of 28 March 2014, after which the rate will be £320. For non-members, the rates are £400 and £460 respectively.





# Friday 6 June 2014

DEVELOPMENT & MAINTENANCE		SCIENCE & EDUCATION		COMMERCIAL & BUSINESS		WORKSHOP TRACK 1		WORKSHOP TRACK 2	WORKSHOP TRACK 3
	EXHIBITION OPENS AT 18:00HRS								
	Session : Contact Lens Dropout				Session 3: Global Contact Lens Forum - with Vision Expo		Workshops and Peer Review	Workshops and Peer Review	Workshops and Peer Review
10:30	Opening Ceremony - BCLA President, Andy Yorke								
10:40	<b>Keynote Address: Tune in or drop out, Professor Lyndon Jones</b>					11:00	Therapeutics Peer Discussion session, Sheetal Patel		
11:40	Who Becomes a Soft Lens Drop Out? Evidence from Clinical Research, Robin Chalmers								
12:00	The scary numbers of patient drop out, Bo Lauenborg			12:00	Global Contact Lens Forum - with Vision Expo				
12:20	Factors in the success of new contact lens wearers, Graeme Young								
12:40	Discussion and summary								
13:00	LUNCH	13:00	LUNCH	13:00	LUNCH	13:00	LUNCH	LUNCH	LUNCH
	Session: Contact lens Comfort		Session: Science		Session 4: Global Contact Lens Forum - with Vision Expo, Cont...		Workshops and Peer Review	Workshops and Peer Review	Workshops and Peer Review
14:00	TFOS Update	14:00		14:00		14:00	<b>CW5.1:</b> Think bigger: Sclerals for the faint-hearted! Professor Pat Caroline and Martin Conway		
15:30	TEA	15:30	TEA	15:30	TEA	15:30	TEA not in Exhibition Hall		
	Session 3:						Workshops and Peer Review	Workshops and Peer Review	Workshops and Peer Review
16:00	TFOS Session cont...Q & A	16:00		16:00	<b>Clinical Spotlight CS1:</b> Myopia management in clinical practice, Kate Johnson and Dr Paul Clifford	16:00	<b>CW1: Choosing the appropriate design for the irregular cornea, Paul Rose and Jennifer Choo</b>	<b>CW2.1:</b> Tips and tricks in dry eye assessment and management, Dr Jennifer Craig and Simon Dean	
16:30	COOPERVISION PARTNER PRESENTATION								
17:00	SAUFLON PLATINUM SPONSOR PRESENTATION	17:00							
17:20	CLOSE			17:30	CLOSE	17:30	CLOSE		
		18:00	CLOSE						
18:00	BCLA WELCOME RECEPTION IN THE EXHIBITION HALL		BCLA WELCOME RECEPTION IN THE EXHIBITION HALL		BCLA WELCOME RECEPTION IN THE EXHIBITION HALL		BCLA WELCOME RECEPTION IN THE EXHIBITION HALL	BCLA WELCOME RECEPTION IN THE EXHIBITION HALL	BCLA WELCOME RECEPTION IN THE EXHIBITION HALL



# Saturday 7 June 2014

DEVELOPMENT & MAINTENANCE		SCIENCE & EDUCATION		COMMERCIAL & BUSINESS		WORKSHOP TRACK 1		WORKSHOP TRACK 2		WORKSHOP TRACK 3	
09:00	Exhibition opens										
	Session :		Session : Science session 'Clinical outcomes'				Workshops and Peer Review	Workshops and Peer Review		Workshops and Peer Review	
09:00	<b>Keynote Address: The management of keratoconus with hard contact lenses, Dr Motozumi Itoi</b>	09:00				09:00	Global Contact Lens Forum (with Vision Expo): Peer Review/workshop session	<b>CW3.1:</b> Contemporary IOL and laser refractive surgery: innovations and expectations, Clare O'Donnell and Christa Gore. OFFSITE AT OPTEGRA			
10:30	COFFEE & EXHIBITORS PAVILION: Companies listed :	10:30	COFFEE & EXHIBITORS PAVILION: Companies listed :	10:30	COFFEE & EXHIBITORS PAVILION: Companies listed :	10:30	COFFEE & EXHIBITORS PAVILION: Companies listed :	COFFEE & EXHIBITORS PAVILION: Companies listed :		COFFEE & EXHIBITORS PAVILION: Companies listed :	
	Session : Grand Rounds		Session: Science	11:00	Session		Workshops and Peer Review	Workshops and Peer Review		Workshops and Peer Review	
11:00	Ian Cameron will Chair the discussion which will focus on CL cases that have presented in the panel's own practices • Sarah Farrant • Peter Frampton • Gillian Bruce Session approved for 1 CET Point: Optom, Therapeutic, CLO	11:00		11:00	SAUFLO PLATINUM SPONSOR SHOWCASE	11:00					
				11:20	DCTL/MENICON GOLD SPONSOR SHOWCASE TOPCON GOLD SPONSOR SHOWCASE	11:00	Contact lens peer review				
				12:00	ULTRAVISION PREMIUM EXHIBITOR SHOWCASE						
				12:15	CLOSE						
13:00	LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION:	13:00	LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION:	13:00	LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION:	13:00	LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION :	LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION :		LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION :	
	Session		Session: Science				Workshops and Peer Review	Workshops and Peer Review		Workshops and Peer Review	
14:30	Irving Fatt Lecture: Clinical Evaluation of Dry Eye – A Year of Research, Dr Heiko Pult	14:30		14:30		14:30					
15:30	ALCON PARTNER PRESENTATION										
16:00	TEA & EXHIBITORS PAVILION:	16:00	TEA & EXHIBITORS PAVILION:	16:00	TEA & EXHIBITORS PAVILION:	16:00	TEA & EXHIBITORS PAVILION:	TEA & EXHIBITORS PAVILION:		TEA & EXHIBITORS PAVILION:	
16:30	POSTER TOUR	16:30	POSTER TOUR	16:30	POSTER TOUR	16:30	POSTER TOUR				
17:00	CLOSE INC EXHIBITION	17:00	CLOSE	17:00	CLOSE	17:00	CLOSE				
18:00	BCLA GALA DINNER - COACHES START TO DEPART		BCLA GALA DINNER - COACHES START TO DEPART		BCLA GALA DINNER - COACHES START TO DEPART		BCLA GALA DINNER - COACHES START TO DEPART	BCLA GALA DINNER - COACHES START TO DEPART		BCLA GALA DINNER - COACHES START TO DEPART	
19:00	BCLA GALA DINNER AT RICOH ARENA		BCLA GALA DINNER AT RICOH ARENA		BCLA GALA DINNER AT RICOH ARENA		BCLA GALA DINNER AT RICOH ARENA	BCLA GALA DINNER AT RICOH ARENA		BCLA GALA DINNER AT RICOH ARENA	



# Sunday 8 June 2014

DEVELOPMENT & MAINTENANCE		SCIENCE & EDUCATION		COMMERCIAL & BUSINESS		WORKSHOP TRACK 1	WORKSHOP TRACK 2	WORKSHOP TRACK 3
10:00	Exhibition opens							
	Session		Session : Science - Therapeutics		Session: The right mix: Excellent business supporting excellent contact lens practice, Chaired by Ross Grant	Workshops and Peer Review	Workshops and Peer Review	Workshops and Peer Review
10:00	Clinical Spotlight CS2: History and Symptom Taking – how to balance time/efficiency, Professor James Wolffsohn, Robert Conway and Judith Morris	10:00		10:00		Therapeutics Peer Discussion session, Sheetal Patel		
					How to retain your customers year after year, Anna Sulley			
11:30	COFFEE & EXHIBITORS PAVILION: Companies listed:	11:30	COFFEE & EXHIBITORS PAVILION: Companies listed:	11:30	COFFEE & EXHIBITORS PAVILION: Companies listed:		COFFEE & EXHIBITORS PAVILION: Companies listed:	COFFEE & EXHIBITORS PAVILION: Companies listed:
					Session: The right mix: Excellent business supporting excellent contact lens practice, Chaired by Ross Grant cont...			
12:00	Keynote Address: Kids 4 contacts: building a paediatric contact lens practice, Dr Bruce Evans	12:00		12:00		11:00	Contact lens peer review discussion	
12:45	Is your practice and are your staff child friendly? Sarah Morgan					12:00		CW4.1: Pre Reg RGP Workshop, Iain May and Caroline Burnett Hodd
13:00	Contact lens marketing, Kate Johnson							
	Summary Q & A Panel							
13:30	LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION	13:30	LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION	13:30	LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION	13:30	LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION	LUNCH & POSTER 'MEET THE AUTHOR' SESSION & EXHIBITORS PAVILION
	Session				Session :			
15:00	Lyndon Jones & Phil Morgan 'On the sofa'			15:00	ALCON PARTNER SHOWCASE	15:00		
				15:45	COOPERVISION PARTNER SHOWCASE			
				16:30	CLOSE			
16:30	JOHNSON & JOHNSON VISION CARE PARTNER PRESENTATION							
17:00	TEA - PHOTOGRAPHIC & POSTER AWARDS & EXHIBITION OPEN UNTIL 18:30 NO EXHIBITORS PAVILION	17:00	TEA - PHOTOGRAPHIC & POSTER AWARDS & EXHIBITION OPEN UNTIL 18:30 NO EXHIBITORS PAVILION	17:00	TEA - PHOTOGRAPHIC & POSTER AWARDS & EXHIBITION OPEN UNTIL 18:30 NO EXHIBITORS PAVILION	17:00	TEA - PHOTOGRAPHIC & POSTER AWARDS & EXHIBITION OPEN UNTIL 18:30 NO EXHIBITORS PAVILION	TEA - PHOTOGRAPHIC & POSTER AWARDS & EXHIBITION OPEN UNTIL 18:30 NO EXHIBITORS PAVILION
				17:30	Charity showcase: In the Pavilion	17:30	Speedy Networking Workshop, Chris Kerr	
				17:45	BCLA AGM			
18:30	BCLA UNCEREMONIOUS EVENT		BCLA UNCEREMONIOUS EVENT		BCLA UNCEREMONIOUS EVENT		BCLA UNCEREMONIOUS EVENT	BCLA UNCEREMONIOUS EVENT





# Monday 9 June 2014

DEVELOPMENT & MAINTENANCE		SCIENCE & EDUCATION		COMMERCIAL & BUSINESS		WORKSHOP TRACK 1		AWORKSHOP TRACK 2	WORKSHOP TRACK 3
09:00	Exhibition opens								
	Session: Modern ocular surgery		Session : Science session				Workshops and Peer Review	Workshops and Peer Review	Workshops and Peer Review
09:00	Introducing ECP's to the real world of modern ocular surgery- what you need to know about what your patients want to know!" Introduction by session Chair	09:00		09:00		09:00	CW6.1: Limb Augmentation and other answers to presbyopia, Indie Grewal and Keith Tempany		
09:10	Live Surgery 1: Standard phaco								
09:40	The theoretical advantages of femto over standard cataract								
10:00	Live Surgery 2: Femto								
11:00	COFFEE & EXHIBITORS PAVILION:	11:00	COFFEE & EXHIBITORS PAVILION:	11:00	COFFEE & EXHIBITORS PAVILION:	11:00	COFFEE & EXHIBITORS PAVILION:	COFFEE & EXHIBITORS PAVILION:	COFFEE & EXHIBITORS PAVILION:
	Session: Modern ocular surgery cont...		Session		Session		Workshops and Peer Review	Workshops and Peer Review	Workshops and Peer Review
11:30	Advanced surgical approaches to refractive management, Clare O'Donnell	11:30	Clinical Spotlight CS3: Speciality lens spotlight, Professor Pat Caroline and Martin Conway	11:30	JOHNSON & JOHNSON VISION CARE PARTNER SHOWCASE - MAX 45 MINS	11:30	CW7.1: Front, back and somewhere in the middle, Brian Tompkins and Ben Turley		
12:00	Intraocular lenses, what the practitioner needs to know, Phillip Buckhurst			12:15	CLOSE				
12:30	Panel Q & A session								
13:00	LUNCH & EXHIBITORS PAVILION:	13:00	LUNCH & EXHIBITORS PAVILION:	13:00	LUNCH & EXHIBITORS PAVILION:	13:00	LUNCH & EXHIBITORS PAVILION:	LUNCH & EXHIBITORS PAVILION:	LUNCH & EXHIBITORS PAVILION:
	Session								
14:30	BCLA Medal Address: Changing the world with contact lenses, Professor Phil Morgan	14:30		14:30		14:30			
17:00	CLOSE	17:00	CLOSE	17:00	CLOSE	17:00	CLOSE		

# Keynote Presentations



## **BCLA Medalist: Changing the world with contact lenses, Professor Philip Morgan (CET and COPE Applied for)**

In this presentation, Professor Morgan will outline how our increasing understanding of contact lens performance will lead to better products and an increase in the number of wearers worldwide. Philip will also describe how contact lenses may extend their use beyond refractive correction and into new, varied and exciting fields.

Philip Morgan is Professor of Optometry, Director of Eurolens Research and Program Director for Optometry at The University of Manchester, United Kingdom. His main research interests relate to the clinical performance of contact lenses and he teaches on the same subject area at undergraduate and postgraduate level. He has managed an international survey of contact lens prescribing trends since 1996. Philip is vice-president of both the International Society for Contact Lens Research and the International Association of Contact Lens Educators. He is an honorary member of the UK Association of Contact Lens Manufacturers, a Fellow of the American Academy of Optometry and the British Contact Lens Association, and a member of the UK College of Optometrists. He is a past chairman and secretary of the Northern Optometric Society in Manchester, and is the co-ordinator of the UK optometry electronic mail forum. He has authored over 200 papers, primarily relating to the clinical performance of contact lenses and the nature of the UK and international contact lens markets, and has spoken about his work in 30 countries worldwide.



## **Irving Fatt Memorial Lecture: Clinical Evaluation of Dry Eye – A Year of Research, Dr Heiko Pult (CET and COPE Applied for)**

Dry eye appears to be a common issue we do have to deal with in our daily clinical routine. Many patients suffer from dry eye symptoms, such as light sensitivity, burning, painful eyes, blurry vision, feeling uncomfortable when reading or working with a computer or being exposed to windy conditions or very dry air which limit the quality of life, as well as occupational productivity. Most of the contact lens wearers stop wearing lenses due to dry eye symptoms and discomfort. Our past year's research investigated different clinical tests to diagnose and predict dry eye in contact lens wearers, naive contact lens wearers as well as in non-lens wearers. This included the evaluation of lid-parallel conjunctival folds (LIPCOF), lid-wiper epitheliopathy (LWE), tear film, meibomian glands, blinking, etc. The outcome of this past year's research will be presented along with perspectives on future investigation.

Dr Heiko Pult is an Optometrist with about 20 years experiences in clinical practice as well as in clinical science. He graduated from the College of Optometry, Munich, did his Master of Science in Optometry at the Pennsylvania College of Optometry (USA) and did his PhD in 2008 at School of Optometry and Vision Sciences, Cardiff University, UK. Since 1998, he has been CEO of the clinical practice 'Horst Riede GmbH' in Weinheim, Germany. Additionally he is an independent researcher and lecturer of several institutions. He is a researcher at Dr Heiko Pult – Optometry and Vision Research, Weinheim, Germany and honorary research fellow at the School of Optometry and Vision Sciences, Cardiff University and lecturer at Welsh Optometry Postgraduate Education Centre (WOPEC), Cardiff, UK as well as author of numerous international publications and articles. His research interests are contact lens wearing comfort, cornea, ocular surface, tear film and vision.



## **Keynote Address: Tune in - or drop out! Professor Lyndon Jones (CET and COPE Applied for)**

Of the 140 million contact lens wearers worldwide, it is estimated that up to 50% may temporarily discontinue lens wear, with one-third ceasing lens wear permanently. This presentation will review the reasons behind contact lens dropout and provide practitioners with strategies to reduce this issue, which has implications for practitioners, wearers and the contact lens industry.

Lyndon Jones is a Professor at the School of Optometry and Vision Science, Director of the Centre for Contact Lens Research and holds the position of University Research Chair at the University of Waterloo. He is a Fellow and Diplomate of the American Academy of Optometry (AAO) and the immediate Past Chair of the Research Committee of the AAO. His research interests primarily focus on the interaction of novel and existing contact lens materials with the ocular environment and ocular drug delivery.

He has authored over 300 refereed and professional papers, one text-book and given over 650 invited lectures at conferences worldwide.



### **Keynote Address: Management of Keratoconus with hard contact lenses, Dr Motozumi Itoi (CET and COPE Applied for)**

In principle, hard contact lenses (HCL) are prescribed for patients with keratoconus because HCLs not only correct vision but also slow the progression of keratoconus. Multicurve HCLs are useful for correction of vision in those with keratoconus. However, it is not necessary to prescribe multicurve HCLs to treat in all keratoconus patients. If the most appropriate base curve is selected, spherical HCLs can be effective for more than 80% of keratoconic eyes. If patients with keratoconus are given a proper prescription of HCLs, very few of them will need surgery for keratoconus.

Dr Itoi is currently the Director of the Dougenzaka Itoi Eye Clinic in Tokyo. He is also the associate professor of Juntendo University School of Medicine and the Executive Director of the Japan Contact Lens Society. He graduated from the Juntendo University School of Medicine and received his PhD from the Kyoto Prefectural University of Medicine, Kyoto in 1988. He was awarded a Bausch + Lomb fellowship programme (1992-1993), before moving to the Cornea and Contact Lens Research Unit at the University of New South Wales Australia working with Dr Brien Holden. Dr Itoi was then employed at the Department of Ophthalmology, University of Rochester, New York, USA (1993-1994), working with Dr. James Aquavella. He has a Keratoconus outpatient clinic at the Juntendo University School of Medicine, and also has more than 4,000 keratoconus patients in his private clinic. Today, Dr Itoi is one of the most renowned keratoconus specialists in New York.



### **Keynote Address: Kids 4 contacts: building a paediatric contact lens practice, Professor Bruce Evans (CET and COPE Applied for)**

Contact lenses can make a big difference to a child's life and the motivating factors are similar to those for adults: cosmesis, sport, and improved visual function. But each of these factors is more likely to apply to a child than to an adult. In particular, the word 'cosmesis' underestimates the impact that contact lenses can have on children's self-image and confidence. Spectacle wear can trigger bullying and poor self-esteem and contact lenses can liberate children from these problems. Recent research relating to this topic will be reviewed.

The requirements for successful contact lens wear are also similar to those for adults: ensuring motivation, good patient education, and minimising the risk of complications. These factors will be covered in the presentation so that practitioners can fully engage their patients and parents in informed consent, without exaggerating the small risk of complications. The importance of encouraging outdoor activities and therefore of providing UV protection will be discussed.

There are several visual conditions which are better managed with contact lenses than spectacles. These conditions will be discussed, particularly anisometropic amblyopia. Types of contact lenses for this and other conditions will be covered. Amblyopia will also be discussed with respect to the need for accurate refractive correction, including the correction of astigmatism which is facilitated by modern toric designs.

The presentation will emphasise clinical relevance. In particular, throughout the talk the content will be related to the practitioner in the consulting room with the patient. Tips will be given for handling the child patient, and explaining the benefits of contact lenses and the essentials for safe wear to both child and parent.

Professor Bruce Evans is Director of Research at the Institute of Optometry and a Visiting Professor to City University and to London South Bank University. He is a Fellow (by examination) of the College of Optometrists and holds their higher qualifications of Diploma in Contact Lens Practice and Diploma in Orthoptics. He was awarded Fellowship of the British Contact Lens Association in 2006. His main areas of research are children's vision, dyslexia, orthoptics, headaches, and contact lenses. He has given more than 250 invited lectures. Bruce Evans has over 200 published papers and has authored five books on binocular vision and two on dyslexia and vision. He has an optometric practice in Brentwood, Essex, where he specialises in children's vision and contact lenses.

# Clinical workshops and Clinical Spotlight sessions

## Friday 6 June



**CW5: 14:00 – 15:30**

**Think bigger: Sclerals for the faint-hearted!**

**Professor Pat Caroline and Martin Conway**

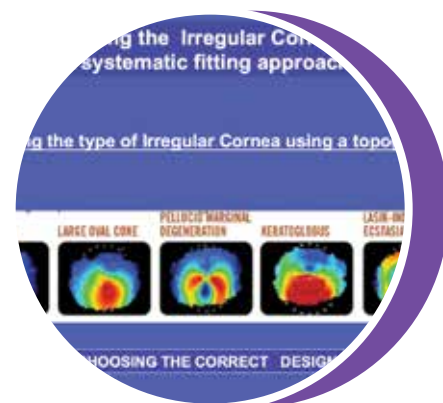
This workshop is designed to equip the practitioner who has no experience of scleral lens fitting with the basic skills necessary to fit, adjust and provide aftercare for patients who might benefit from this growing modality of lens wear. (CET Applied for)

**CW1: 16:00-17:30**

**Choosing the appropriate design for the irregular cornea**

**Paul Rose and Jennifer Choo**

Ever wondered where to start when you are faced with an irregular cornea topography? What design should I choose and what should I look for to maximise the chance of a successful fit? This workshop will show you a systematic fitting approach to maximise the chance of a successful fit. (CET Applied for)



**CW2: 16:00-17:30**

**Tips and tricks in dry eye assessment and management**

**Dr Jennifer Craig and Simon Dean**

Up to 80% of dry eye patients have tear quality rather than quantity problems. With this realisation has emerged an exciting new range of devices to aid in clinical dry eye diagnosis and management. This workshop will provide discussion opportunities and the chance to trial some of the latest products. (CET Applied for)

## Saturday 7 June



**CW3: 09:00 – 10:30** *(held offsite at Optegra, Birmingham)*

### **Contemporary IOL and laser refractive surgery: innovations and expectations**

**Clare O'Donnell and Christa Gore**

The aim of the workshop is to familiarise delegates with the latest options for patients interested in refractive surgery and to offer tips for patient selection and evaluation. This workshop will involve a significant 'hands-on' element utilising the latest instrumentation, patients for examination and the opportunity to try out phacoemulsification.

## Sunday 8 June

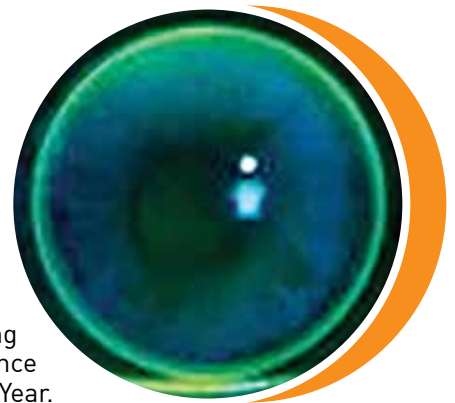
**CW4: 12:00-13:30**

*Note: This workshop is aimed at Pre-reg Optometrists and trainee CLOs who will be given priority to attend. If any places are available other delegate types will be considered.*

### **Pre Reg RGP Workshop**

**Iain May and Dr Caroline Burnett Hodd**

Many Pre -Registration Optometrists and Trainee CLOs say that the RGP Fitting Competencies are the ones they lose the most sleep over. Here is a great chance to improve those RGP fitting skills and knowledge to help you in your Pre Reg Year.





## Monday 9 June



**CW6: 09:00-10:30**

### **Limb Augmentation and other answers to presbyopia**

**Indie Grewal and Keith Tempny**

This will be a fun, informative and interactive workshop that will focus on how to get the most from and for your presbyopic patients. Youngsters, come and experience presbyopia! There will be business and communication tips to take away. This workshop could revolutionise your practice and the way you work.

**CW7: 11:00-12:30**

### **Front, back and somewhere in the middle**

**Brian Tompkins and Ben Turley**

From the contact lens sat upon the cornea to the sclera beyond the choroid... and those flashes and floaters in between, OCT imaging has come a long way since its first introduction to high street practice.



# Clinical Spotlight sessions

## Friday 6 June



### **CS1: 16:00-17:30**

#### **Myopia management in clinical practice**

##### **Kate Johnson and Dr Paul Clifford**

The growing incidence of paediatric myopia worldwide necessitates a thorough understanding of the scientific literature and its translation to clinical practice. In this clinical spotlight, scientific evidence will be combined with clinical experience and communication tools to outline best options for management of myopia in clinical practice.

## Sunday 8 June

### **CS2: 10:00-11:30**

#### **History and Symptom Taking – how to balance time/efficiency**

##### **Professor James Wolffsohn, Judith Morris and Caroline Christie**

Ever wondered whether your history and symptom taking is comprehensive, but efficient? Do you act on the responses, e.g. medication taken, or do you just record it because you were taught to do so? The time/efficiency balance is a critical skill which will be reflected upon in this Clinical Spotlight.

## Monday 9 June

### **CS3: 11:00 – 12:30**

#### **Speciality lens spotlight**

##### **Professor Pat Caroline and Martin Conway**

Myopia Control, Ortho-k, and Custom Soft Lens Design are all areas where the specialist practitioner can differentiate their practice. The latest thoughts from leading researchers in these areas will be profiled in this session.

# Exhibition

**Friday 6 June 18:00 – 19:30**

**Saturday 7 June 09:00 – 17:00**

**Sunday 8 June 10:00 – 18:30**

**Monday 9 June 09:00 – 17:00**

With more than 90 per cent of floor space already sold and a full programme of sessions booking up for the Exhibitors' Pavilion, the FREE 2014 BCLA Exhibition is a must-attend event for all those in contact lens practice. The Exhibitors' Pavilion will operate during coffee breaks and lunchtimes only – so you won't miss out on those all-important free sessions. For the most up-to-date list of 2014 exhibitors, visit the BCLA website.

## Confirmed exhibitors to date

Advanced Eye Care Research

Alcon

AMO

BCLA

Bib Ophthalmic Instruments

Bon

Bruder Healthcare Company

Cantor & Nissel Ltd

Carl Zeiss

Contacare Ophthalmic PVT Ltd

CooperVision

David Thomas Contact Lenses/Menicon

Johnson & Johnson Vision Care

Kestrel Ophthalmics Ltd

Lagad Vision Laboratory Ltd

Mainline

Mark 'ennovy

No 7 Contact Lenses

Ocuco

Ote

Pegavision Corporation

Richdome

Safilens

Sauflon Pharmaceuticals Ltd

Six Six Contacts Limited

Soflex/Paragon CRT

Spectrum Thea Pharmaceuticals Ltd

Swiss Lens

TearLab Corp.

Tearscience

The Eye Doctor (The Body Doctor Ltd)

The Eyebag Company

Topcon

UltraVision

# Accommodation, venue & social programme

## Accommodation

Marketing Birmingham is the official accommodation provider for delegates attending the 2014 BCLA Clinical Conference and Exhibition. All rooms are held on an online system, allowing you to book and secure your own accommodation using credit/debit cards. If you require any assistance with your reservation, support is available via the Accommodation Booking team. Book online by clicking the link below:

[www.bclainbirmingham2014.com](http://www.bclainbirmingham2014.com)

Negotiated delegate rates and rooms will be held until approximately 8 May 2014, so remember to book early. Marketing Birmingham can also be contacted directly via this website.

Please quote reference **'BCLA 2014'**

## ICC Birmingham

Following the successful 2012 Conference we are returning to Birmingham. The venue is perfectly located in the heart of the city and within walking distance of the majority of the conference hotels.

International Conference Centre  
Broad St  
Birmingham  
West Midlands  
B1 2EA

Telephone: **+44 (0)121 644 5025**  
For more information on the venue, visit  
[www.theicc.co.uk](http://www.theicc.co.uk)

## Getting to Birmingham

The **ICC Birmingham** is superbly positioned at the heart of the UK and its transport network. A truly international city, Birmingham is within easy reach of one of the country's main international airports, the UK's largest interchange rail station and a motorway network that connects The ICC to every part of the UK and beyond.

### By Bus

The ICC is located at the hub of the city's bus network and it is easy to hop on and off clean, modern buses in order to get around.

Local bus services are run by Network West Midlands and Travel WM.

### By Coach

Birmingham has a major coach station just 5 minutes by taxi from The ICC. The £15m station offers services to destinations throughout The UK and also to Ireland and mainland Europe. The largest scheduled coach service provider in Europe, National Express has its national headquarters on the site.

### By Car

The ICC is located in the centre of the city of Birmingham and is easily accessible by road. Directly connected to the UK's motorway network, visitors from any direction can travel in using the following motorways: M1, M5, M6, M6 Toll, M40 and M42. There is abundant, secure multi-storey parking available located within The NIA, which is just a short walk away from The ICC. The NIA is signposted on motorways and major roads and is marked on most road maps. To reach our nearest car park, located at sister venue The NIA, the address for sat nav users is: Street: Kind Edward's Road. Postcode: B1 2AA.

**Download a map to the car park here.**  
[www.theicc.co.uk/the-delegate/parking/](http://www.theicc.co.uk/the-delegate/parking/)

### Air

Birmingham International Airport is one of the best connected airports in Europe. Over 50 airlines operate scheduled and charter services to more than 100 destinations including Europe, North America, the Middle East and the Indian Sub-Continent. The airport is just 8 miles/13km from the city centre and is directly linked to Birmingham International Railway Station via an Airlink Shuttle. Birmingham International Railway Station operates up to 9 trains an hour to Birmingham City Centre so visitors can go from plane to train to The ICC in minutes.

### By Train

The ICC is served by the UK's largest interchange rail station, Birmingham New Street Station and also the smaller Five Ways Station. Both stations are a short walk from The ICC and are also served by taxi ranks. Birmingham New Street has direct and regular services to Birmingham International Railway Station which directly serves Birmingham International Airport and The NEC. It also has three direct services to London Euston every hour, a journey that takes just 80 minutes at peak times.

Birmingham's two other city centre train stations, Moor St and Snow Hill, are also within quick and easy access of The ICC and directly connected to London Marylebone via an hourly service. Snow Hill is a short walk from The ICC and Moor St, a short taxi drive away offering even greater travel flexibility.

### About Birmingham

For more information on Birmingham as a destination please log onto [www.marketingbirmingham.com](http://www.marketingbirmingham.com)/here you will discover all the things to do in Birmingham – from events and attractions to fine dining and a great night out.

## Social programme

### **BCLA Welcome drinks reception open to all**

**Friday 6 June, 18:00**

**ICC Birmingham**

For the first time, our welcome drinks reception will be held in the exhibition hall, enabling you to take a first look around the stands whilst networking with your peers. This event is complimentary for all, no pre-booking is required.

### **BCLA Gala Awards Dinner – ‘Strictly Contact Lenses’ – Saturday 7 June 19:30**

**Ricoh Arena**

Put on your sparkles and dancing shoes and take a glide around the dance floor at our ‘Strictly Contact Lenses’ themed gala dinner. Don’t worry, we don’t have a line-up of ball room judges marking you out of 10 – but we are promising a glittering night of good food, dancing and fun. The 2014 BCLA Fellowship Awards and inaugural BCLA Industry Award presentations will take place during the evening – so don’t miss this glamorous occasion. Tickets must be purchased in advance. Coaches will be available to take delegates to the dinner venue from 18:00.

**Please note:** If Gala Dinner tickets are booked, delegates must reserve their table places online at [www.bcla.org.uk](http://www.bcla.org.uk) prior to the conference. If you would like to make a group reservation for multiple table places this should also be done online [www.bcla.org.uk](http://www.bcla.org.uk). Any delegates who have not made their table reservation will be allocated a table place by the BCLA Events team.

Accommodation is also available to book onsite at the Ricoh Arena. For more information contact the BCLA office. Please note that for delegates who book accommodation at the Ricoh Arena, return transportation back to the ICC will not be provided.

### **BCLA ‘Unceremonious’ Event - Sunday 8 June 18:30 – 20:00**

Join us for this informal event for a drink and a tasty ‘Best of British’ buffet. This is a free-seating event with a chance to relax and chat with fellow delegates – the ultimate antidote to the Gala Dinner! Complimentary for all registered delegates, places must be pre-booked.

Places for this dinner must be pre-booked at the time of your registration.

### **Accompanying Person activities**

A wide range of activities for accompanying persons will be on offer as we believe attending the BCLA Conference should be as enjoyable for accompanying family members as it is for delegates. Some, such as the Welcome Reception and Open Top Bus Tour, are free of charge to attend, along with the optional activities that can be booked to ensure that everybody has a good time.

Please visit the BCLA website for more information.





# Booking Information

Visit [www.bcla.org.uk](http://www.bcla.org.uk)

## 2014 Conference Fees

### Your **FULL** delegate package includes:

- Access to all Clinical Conference sessions (excluding clinical workshops)
- Poster and photographic session
- Morning Coffee, lunch and afternoon tea on all 4 days
- All social events (please note: Gala Dinner tickets need to be bought separately)
- Conference documentation
- Entry to the Exhibition (open Friday to Monday)
- VAT charged at the current rate.

### Your **DAY** delegate package includes:

- Access to all Clinical Conference sessions on the booked day(s) only (excluding clinical workshops)
- Morning coffee, lunch and afternoon tea on booked day(s)
- Social event, if applicable (please note: Gala Dinner tickets need to be bought separately)
- Conference documentation
- Entry to the Exhibition (open Friday to Monday)
- VAT charged at the current rate.

### **FULL Delegate Package** [Gala Dinner ticket NOT included]

	Up to 28 March	From 29 March
<b>BCLA member:</b> less than 2 years	£460	£530
<b>BCLA member:</b> 2-5 years*	£420	£485
<b>BCLA member:</b> 5 years plus*	£395	£455
<b>Non-Member</b>	£600	£695
<b>Student BCLA member</b>	£215	£250
<b>Student non-member</b>	£235	£270
<b>2 Day package member</b>	£280	£320
<b>Clinical workshop</b>	£30	£30
<b>Gala Dinner ticket</b> (Saturday 8 June)	£80	£80

### **DAY Delegate Rates** [Gala Dinner ticket NOT included]

	Up to 28 March	From 29 March
<b>BCLA member</b>	£160	£185
<b>Non-member</b>	£225	£260
<b>Student BCLA member day rates</b>	£65	£75
<b>Student non-member day rates</b>	£80	£90

Book the FULL Delegate Package by 28 March 2014 and take advantage of the Early Bird discount.

\*BCLA members with a minimum of two consecutive years of membership qualify for the loyalty discount and can save almost 45 per cent on the Full Delegate rate booking if booking by this date. Become a BCLA member prior to booking by 28 March 2014 and you can still save almost 25 per cent on this rate.

To take advantage of the BCLA member rates, delegates must join as a full BCLA member at the rate of £160 (or £150 if paying by annual direct debit) for the year.

Upon doing so, members will be eligible to receive the 'up to two years' discount rate. Members who have consecutive membership for two to five years plus will be eligible to receive the loyalty discount as stated in the pricing table below. To qualify for the loyalty discount, BCLA membership must be consecutive; lapsed members and re-joiners do not qualify for the continuous BCLA loyalty discount.

## FREE Delegate Offer – Complimentary Weekend Package

Once again the BCLA, in association with its exhibitors, is delighted to be able to offer 100 delegates an exclusive invitation to attend the weekend of the Clinical Conference for FREE. The Free Delegate package includes:

- Free Sunday and Monday delegate pass
- Entry to the Sunday Night 'Unceremonious Dinner'
- Sunday night accommodation at a designated hotel

To be eligible you must be a member of the BCLA, have NOT attended a BCLA Clinical Conference within the last three years, be registered with the GOC or GMC and you must reside in the UK or Republic of Ireland. This offer is not open to students or pre-reg students and will be withdrawn once 100 delegates have registered. Booking is non-transferable, non-changeable and non-refundable. For full terms and conditions visit [www.bcla.org.uk](http://www.bcla.org.uk)

## Refund and Cancellation Policy

Any cancellations made by the delegate must be confirmed in writing to the Conference Booking Office. Refund of fees, less a 30 per cent administration fee charge, may be applied for until 13 April 2014. After this date no refunds will be made. **NB.** The Free Delegate Offer is non-transferable, non-changeable and non-refundable. The Association will make all efforts to run the Clinical Conference and Exhibition on the dates and at the venue as stated. However, in the event of cancellation by the Association, all fees paid will be refunded in full. In an emergency, the BCLA reserves the right to substitute speakers or subjects in the programme. **NB.** Conference bookings made after 1 June 2014 must be made at the BCLA Conference Registration Desk at ICC Birmingham.

# BCLA CLINICAL CONFERENCE, 6-9 JUNE 2014

Complete this form or register online at [www.bcla.org.uk](http://www.bcla.org.uk)



Please complete in CAPITALS and send with payment to: BCLA, 7/8 Market Place, London, W1W 8AG, UK. Tel: +44(0)207 580 6661  
Email: [conf@bcla.org.uk](mailto:conf@bcla.org.uk)

## DELEGATE INFORMATION – ALL FIELDS ARE MANDATORY

Are you a member of the BCLA? Yes ☐ No ☐

First and last name: Prof/Dr/Mr/Mrs/Ms/Miss

Residence (tick one): UK ☐ Overseas ☐ Date of Birth:  /  /

Job title (tick one): Academic ☐ Contact Lens Optician ☐ Manufacturer ☐ Ophthalmologist/Medical Practitioner ☐ Optometrist ☐

Pre-reg optometrist ☐ Professional Services ☐ Researcher ☐ Sales ☐ Student ☐ Trainee CLO ☐ Optical press ☐

Workplace (tick one): Industry ☐ Multiple practice ☐ Research Company ☐ Self-Employed ☐ University/College ☐

Independant Practice ☐ Hospital ☐

Name on your Conference badge (if different from above first and last name):

GOC/GMC no:  Email:

Phone number:  Company:

Address:

City:

County:  Postcode:  Country:

Where did you hear about the BCLA Conference?

Previous attendee: ☐ Year of last conference attended:  BCLA website: ☐ CLAE: ☐ E-newsletter or email from the BCLA: ☐

BCLA Mailing: ☐ Other website or publication: ☐ State name of publication:

## CONFERENCE REGISTRATION

### EARLY BIRD RATES – UP TO 28 MARCH 2014

	BCLA Member ← 2 yrs	BCLA Member 2-5 yrs	BCLA Member → 5 yrs	Non-Member	Student Member	Student/Pre reg Non-member*
Full delegate package	£460	£420	£395	£600	£215	£235
Friday day delegate	£160	£160	£160	£225	£65	£80
Saturday day delegate	£160	£160	£160	£225	£65	£80
Sunday day delegate	£160	£160	£160	£225	£65	£80
Monday day delegate	£160	£160	£160	£225	£65	£80
2 Day package – Sunday + Monday only (strictly non transferable) SAVE £40+ on price of 2 x day rates! (£50 saving post Early Bird)	£280	£280	£280	£400	N/A	N/A

### FULL RATES – AFTER 29 MARCH 2014

	BCLA Member ← 2 yrs	BCLA Member 2-5 yrs	BCLA Member → 5 yrs	Non-Member	Student Member	Student/Pre reg Non-member*
Full delegate package	£530	£485	£455	£695	£250	£270
Thursday day delegate	£185	£185	£185	£260	£75	£90
Friday day delegate	£185	£185	£185	£260	£75	£90
Saturday day delegate	£185	£185	£185	£260	£75	£90
Sunday day delegate	£185	£185	£185	£260	£75	£90
2 Day package – Sunday + Monday only (strictly non transferable) SAVE £50 on price of 2 x day rates! (£50+ saving post Early Bird)	£320	£320	£320	£460	N/A	N/A

\*copy of student ID card required

# Booking Form

Complete this form or book online at [www.bcla.org.uk](http://www.bcla.org.uk)

**CLINICAL WORKSHOPS** Only available for Conference delegates. You must pre-register for these sessions and must purchase a Full Delegate Package or Day Delegate rate for the same day. Please tick your selection:

**£30 each**

## Peer Review Discussion Groups

These can be attended by registered delegates free of charge, places must be pre-booked to avoid disappointment. Please tick your selection:

<b>Friday 6 June</b> CW5	Think Bigger- Sclerals for the faint-hearted	14:00 - 15:30	<input type="checkbox"/>
CW1	Choosing the appropriate design for the irregular cornea	16:00 - 17:30	<input type="checkbox"/>
CW2	Tips and tricks in dry eye assessment and management	16:00 - 17:30	<input type="checkbox"/>
<b>Saturday 7 June</b> CW3	Contemporary IOL and laser refractive surgery - innovations & expectations	09:00 - 10:30	<input type="checkbox"/>
<b>Sunday 8 June</b> CW4	Pre Reg RGP Workshop	12:00 - 13:30	<input type="checkbox"/>
<b>Monday 9 June</b> CW6	Limb Augmentation and other answers to presbyopia	09:00 - 10:30	<input type="checkbox"/>
CW7	Front, back and somewhere in the middle!	11:00 - 13:00	<input type="checkbox"/>

<b>Friday 6 June</b>	Therapeutic Peer Review	11:00 - 13:00	<input type="checkbox"/>
<b>Saturday 7 June</b>	Contact lens Peer Review	11:00 - 13:00	<input type="checkbox"/>
<b>Sunday 8 June</b>	Therapeutic Peer Review	10:00 - 12:00	<input type="checkbox"/>
<b>Sunday 8 June</b>	Contact lens Peer Review	11:00 - 13:00	<input type="checkbox"/>

## SUNDAY NIGHT 'UNCEREMONIOUS' DINNER, 8 JUNE: open to Conference Delegates only, free of charge to attend

Please note:

- You must be registered either for a Full Delegate Package, '2 Day' package or Sunday or Monday Day Delegate rate to attend.
- Places are limited and will be allocated on a first come, first served basis.
- Substitutions are permitted providing the substitute is also a Conference delegate registered under the same requirements as mentioned above.
- If a place is reserved and you are a No-Show at the dinner a No-Show fee of £50.00 will be charged

I would like to reserve a space at the Sunday night dinner ☐ Please tick

I accept that a £50 No-Show fee will be charged if I do not attend ☐ Please tick

## GALA DINNER TICKETS

Gala Dinner ticket is NOT included in your Conference package!

**£80 each**

Number of Gala Dinner tickets required at £80 each

NOTE: If gala dinner tickets are purchased, delegates **must** reserve their table places on line at [www.bcla.org.uk](http://www.bcla.org.uk) prior to the conference\*.

If you would like to make a group reservation for multiple table places this should also be done on line. Please visit [www.bcla.org.uk](http://www.bcla.org.uk) for more information

\*Delegates who do not reserve their place prior to the conference will be allocated a table place by the BCLA Conference Team.

## Dietary Requirements:

NOTE:

Any requirements not given at the time of booking will not be provided for.

Vegetarian ☐

Vegan ☐

Halal ☐

Kosher ☐

Other (please state)

Your name and address may be passed to conference sponsors & partner organisations exhibitors to enable them to supply you with information about their products and services & other optical events & discounts.

Please tick this box if you do not wish to receive such information. ☐

Total Conference Package	Total Clinical Workshops	Total Gala Dinner tickets	Total Amount Payable
£	£	£	£

☐ Banker's draft or cheque drawn on a UK bank (please pay in GBP payable to 'BCLA Trading Co Ltd'.)

☐ Credit card

☐ Visa ☐ Mastercard ☐ Maestro/Debit ☐ AMEX

Credit/Debit Card Number

Expiry date

Valid from

Issue No.

Security code (last three digits on the back of the card)

or 4 digits on front of AMEX)

Cardholder's name and initials (as shown on card)

Card statement address (if different from above)

Postcode:

### Refund and Cancellation Policy

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**NB.** Conference bookings made after 1 June 2014 must be made at the BCLA Conference Registration Desk at ICC Birmingham.



If you have any queries regarding this booking please contact the BCLA at [conf@bcla.org.uk](mailto:conf@bcla.org.uk) or on +44 (0)20 7580 6661