

# MAIN STAGE

| Time           | Speakers   | Session Title  | CPD<br>(applied for) | Session Outline  |
|----------------|--|--|----------------------|--|
| 09:50 to 10:00 | Marcella McParland                                       | Welcome  |                      | Your official welcome to the conference.<br>Find out how many people have joined from around Europe, Middle East and Africa.   |
| 10:00 to 11:00 | Prof. Nathan Efron<br>Karen Walsh                        | Optimising wearer satisfaction   | ✓                    | Come and hear world-famous contact lens experts Nathan Efron and Karen Walsh take an evidence based look at ways of improving wearer satisfaction in contact lens wear. From comfort and vision, to convenience and cosmesis, for both new and existing wearers. How can we as eye care professionals make sure that every patient we review, is given the best chance to succeed as a long-term contact lens wearer?  |
| 11:00 to 11:30 | PROMOTIONAL VIDEO  | CVI portfolio, technology & services   |                      | Find out more about the CooperVision portfolio. Through a series of videos, we will guide you through the existing CooperVision portfolio of products, services and technologies. We will help you understand what products are available for use with your patients, and what services we offer to attract new contact lens wearers and keep existing wearers loyal to your practice.   |
| 11:30 to 12:30 | Sarah Smith<br>Sustainability panel                      | Sustainability   | ✓                    | Attitudes and consumer perceptions of recycling, plastic production and sustainability are changing. Join Sarah Smith to look at the life cycle of contact lenses, from production to disposal, and how contact lens manufacturers are making great efforts to reduce their environmental impact. The second part of this session brings together a panel of experts from both inside and outside of the contact lens industry, to discuss how we can learn from other industries, and how as individuals we can all support more sustainable practices. |
| 12:30 to 13:00 | PROMOTIONAL VIDEO  | CVI portfolio, technology & services   |                      | As above   |
| 13:00 to 13:30 | BREAK  |  |                      |  |
| 13:30 to 14:30 | Indie Grewal<br>Dr Elena Garcio Rubio                    | How to successfully communicate with myopia management patients                  | ✓                    | We will listen to experienced myopia management clinicians share how they communicate myopia, its development and management at different stages to children and parents. They will share how they answer the common questions that parents and children may ask during their myopia management journey and discuss three cases seen in everyday practice, the pre-myope, the new myope and the established myope.   |
| 14:30 to 15:00 | Craig McArthur<br>(pre-recorded)                         | Myopia Management – Let's get down to business!                                  |                      | Using the example of his own practice, Craig will share how you can measure the profitability of a myopia management clinic to help establish an appropriate fee structure and how marketing and the patient journey can be combined to acquire, convert and further grow your business.   |
| 15:00 to 16:00 | Paul Chamberlain<br>Prof. Nicola Logan<br>Sarant Farrant | MiSight® 1 day: insights & learnings from the world's longest contact lens study | ✓                    | CooperVision has a well established track record in the myopia management category. The longest continuous soft contact lens study is now complete. Data from the 7 year milestone alongside learnings from the entire clinical study duration, will be formally shared for the first time to a European audience. This will be followed by a discussion with a panel of myopia management experts on how the science translates to clinical practice.   |
| 15:00 to 16:00 | Marcella McParland                                       | Closing remarks  |                      |  |

# 2ND STAGE

| Time           | Speakers   | Session Title   | CPD<br>(applied for) | Session Outline  |
|----------------|--|---|----------------------|--|
|                |  |   |                      |  |
| 10:00 to 11:00 | Prof. Padmaja Sankaridurg<br>Prof. James Wolffsohn<br>Prof. Ian Morgan<br>Prof. Kyoko Ohno-Matsui<br>Rebecca Yan Shun Weng | Why the public health impact of myopia is every eye care professional's concern | ✓                    | Myopia prevalence is estimated to affect nearly 50% of world's population by 2050 and is now recognised as a global public health issue. However, many eye care professionals and members of the public are still unaware of the growing number of solutions available to address this need. This session shares insights and research on the public health impact of myopia and recent findings from the International Myopia Institute whitepapers, to help keep eye care professionals up-to-date with the latest evidence-base in this field.  |
|                |  |   |                      |  |
| 11:30 to 12:30 | Dr Annegret Dahlmann-Noor<br>Mr John Bolger  | Why myopia matters: Views from ophthalmology                                    | ✓                    | This session summarises the latest insights from the 2021 myopia management guidance paper published by the European Society of Ophthalmologists and the International Myopia Institute. The audience will learn about all available myopia management interventions alongside their efficacy and safety data. The second part of the session will explore how ophthalmology and optometry professionals can join forces and co-manage these patients, for improved and successful outcomes.   |
|                |  |   |                      |  |
| 13:30 to 14:30 | Dave Webley<br>Rachel Pointon<br>Dr Michael Baertschi<br>Prof. Giancarlo Montani   | Toric multifocals. The future of contact lens management                        | ✓                    | An exploration of toric multifocal contact lenses; why they are such a big opportunity for growth, and why as practitioners, we must be confident to fit these lenses. We will look at current trends in prescribing lenses to astigmats and presbyopes, and then bring these areas together to discuss how we can maximise success with astigmatic presbyopes. Then three highly skilled eye care professionals who fit toric multifocal soft lenses in practice will each share a case study and present their tips for being successful with toric multifocal contact lenses.   |
| 14:30 to 15:00 | PROMOTIONAL VIDEO  | CVI portfolio, technology & services  |                      | Find out more about the CooperVision portfolio. Through a series of videos, we will guide you through the existing CooperVision portfolio of products, services and technologies. We will help you understand what products are available for use with your patients, and what services we offer to attract new contact lens wearers and keep existing wearers loyal to your practice.   |
| 15:00 to 16:00 | Prof. James Wolffsohn (pre-recorded)   | Presbyopia and multifocal contact lenses  | ✓                    | This lecture will discuss current thinking on the cause of presbyopia, exploring the impact to patients' visual function at different stages and the various options for optical correction. There will be a particular focus on multifocal contact lens options and the different designs available to prescribe. The delegate will also gain an improved understanding of the impact to binocular function caused by multifocal compared to monovision contact lenses supporting them to select the correct contact lens correction for their patients. What other factors should be considered when prescribing contact lenses for the presbyopic eye including oxygen performance and UV protection. |