

OPTICIAN SESSIONS

Registered Optician (RO) Speaker
American Board of Opticianry (ABO) Level III Speaker
National Contact Lens Examiners (NCLE) Level III Speaker

Great education should be practical, engaging, and leave your audience with something they can actually use. I see my role as helping strengthen the bridge between clinical care and optical care by sharing the clinical “why” behind recommendations. The goal is to give opticians greater context and confidence while supporting stronger OD-Optician collaboration and a more consistent patient experience. I love working with associations, conferences, and organizations to create sessions that bring clinical knowledge to life, spark conversation, and connect learning to everyday practice.

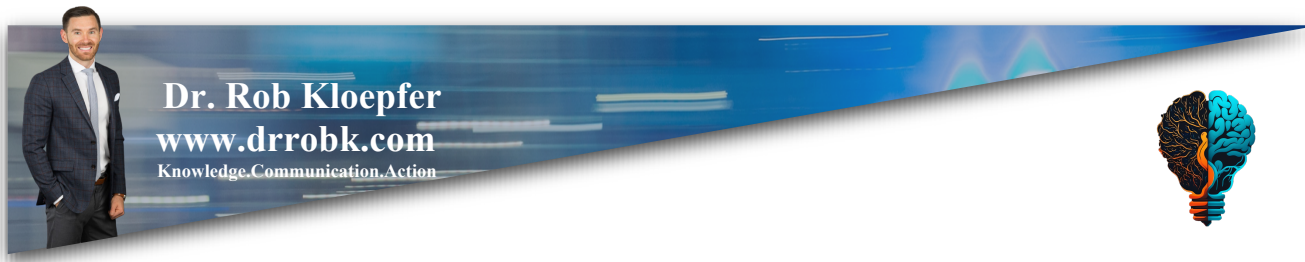
Dr. Rob Kloepfer, OD, MBA is a practicing optometrist, educator, and speaker who brings a unique perspective to optician education. Drawing on experience across optometry, optical, and team-based care, Rob connects clinical knowledge with the conversations, decisions, and patient experiences that happen every day in practice. His sessions combine evidence, real-world cases, interaction, and practical takeaways.

Clinical Education | Contact Lenses | Communication & Patient Experience | Interactive Learning

Practical education built for today's optician.

From contact lenses and ocular disease to patient communication and emerging technology, sessions are designed to strengthen clinical confidence, support better patient conversations, improving optician-optometrist collaboration and highlight the important role opticians play throughout the eyecare experience.

Sessions are available as **in-person presentations, virtual webinars, interactive learning experiences, and hands-on workshops**, and can be tailored to your audience, conference theme, educational goals, and desired level of interaction.



01 | CLINICAL EDUCATION

Build the clinical knowledge behind better optical care. These sessions connect ocular anatomy, disease, diagnostics, treatment, and surgical care to the everyday role of the optician.

Anatomy in Action: Connecting Eye Structure to Ocular Disease

Connect anatomy to cataracts, glaucoma, macular degeneration, dry eye, and other conditions encountered in practice. Focus on how ocular conditions affects visual outcomes.

The 'Pink Eye' Mystery: Case-Based Learning

Interactive session using the Kahoot platform. Patient cases to differentiate common causes of the red eye and recognize when something may require further assessment.

The Front Line: Recognizing Ocular Urgencies & Emergencies

What needs attention now, what can wait, and what information matters when an optician encounters an ocular concern.

Under Pressure: Glaucoma Made Simple

Understand glaucoma, IOP, OCT, visual fields, treatment options, and how opticians can support patients living with chronic disease.

Light at the End of the Tunnel: The Cataract Surgery Experience

Follow the patient from symptoms and IOL discussions through surgery, postoperative care, and return to optical correction.

Seeing Clearly: Understanding Refractive Surgery

LASIK, PRK, lens-based procedures, expectations, side effects, and the optical needs that can remain after surgery.

Every Test Tells a Story: Understanding Eyecare Equipment & Diagnostics

Make sense of the technology patients encounter, from imaging and visual fields to other diagnostic testing, and understand *why* those tests contribute to patient care.

Systemic Medications & Ocular Side Effects

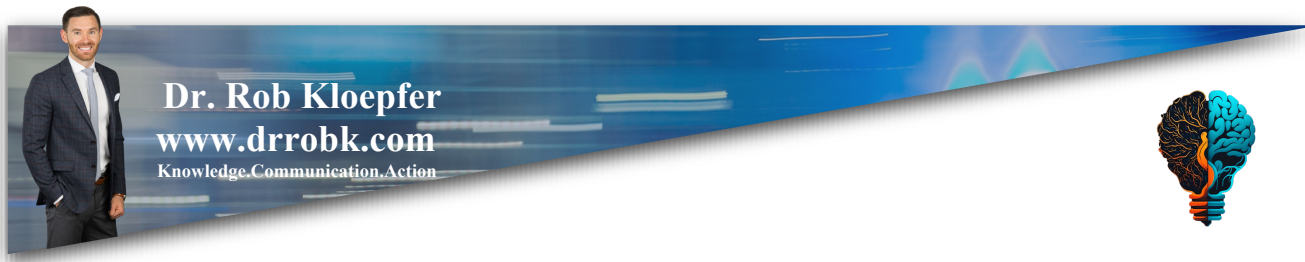
Connect common systemic medications with their potential effects on vision and ocular health.

The Invisible Factors: Mental Health, Medications & Meaningful Patient Care

Explore the less-visible factors that can influence vision, symptoms, communication, and the patient experience.

The Future Is Already Here: AI, Smart Eyewear & the Next Generation of Opticianry

Explore artificial intelligence, smart eyewear, emerging technology, and how innovation may change optical care and the patient experience.



02 | CONTACT LENSES & OCULAR SURFACE

From fitting fundamentals to troubleshooting the eye beneath the lens.

Foundations of Soft Contact Lens Fitting

A practical foundation in lens materials, parameters, fit, care systems, patient education, and successful wear.

What Lies Beneath: Contact Lens Complications

Recognize common contact lens complications, understand contributing behaviours, and identify the warning signs that require intervention.

One Size Doesn't Fit All: A Guide to Contact Lens Choices

Explore replacement schedules, materials, specialized lenses, lifestyle considerations, and how different patients require different solutions.

Don't Blame the Lens, Blame the Ocular Surface

Understand when discomfort and poor lens performance originate from dry eye, MGD, blepharitis, or other ocular surface conditions rather than the lens itself.

Beyond the Prescription: The Optician's Role in Dry Eye Success

Connect the treatment plan to what happens outside the exam room, including product education, patient understanding, adherence, and ongoing support.

The Dry Eye Toolbox: Products, Education & Patient Success

Make sense of artificial tears, gels, ointments, lid hygiene, heat, environmental strategies, and the expanding world of dry-eye products.

03 | COMMUNICATION & PATIENT EXPERIENCE

Great recommendations only matter when patients understand and act on them.

Beyond the Objection: The Psychology of Patient Decision-Making

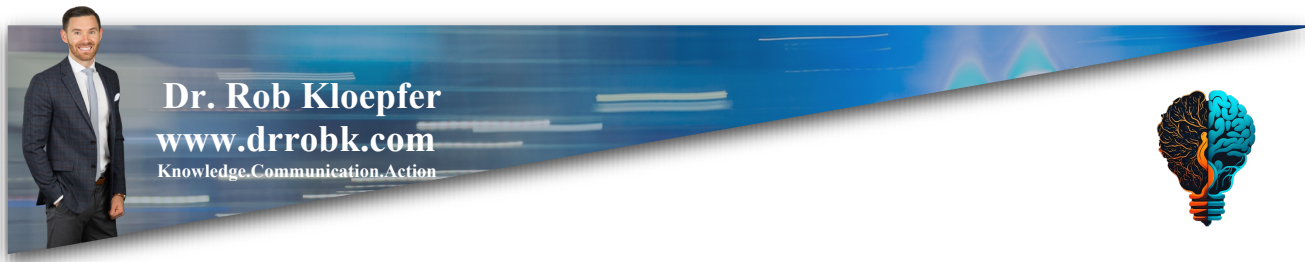
Explore why patients hesitate, defer, decline, or default and how behavioural science can help opticians better understand the decisions patients make.

Persuasion with Purpose: Guiding Patients Toward the Best Choice for Their Eyes

Use ethical persuasion principles to build trust, frame recommendations, and help patients confidently act on the care that has been recommended.

From Recommendation to Retention: Strengthening the OD-Optician Transition

What happens after the patient leaves the exam room? Learn how to carry clinical recommendations into meaningful optical conversations without losing the message along the way.



One Message. One Experience: Carrying the Doctor's Message Through the Patient Journey

Create consistency across the patient experience so clinical recommendations aren't diluted as patients move between members of the eyecare team.

Every Touchpoint Counts: Building a Clinic Flow Patients Remember

Explore how seemingly small interactions - from arrival through handoffs, dispensing, and follow-up - shape trust, confidence, loyalty, and the overall patient experience.

Experience Economy: Adding Magic to the Patient Journey

Move beyond the transaction by using personalization, storytelling, atmosphere, and thoughtful details to create an optical experience patients remember.

FEATURED INTERACTIVE SESSION

UpYourEyeQ Optician Bowl 1-2 Hour Interactive Session

Description

A high-energy, solo or team-based competition designed to reinforce real-world optical knowledge in a fast-paced and engaging format. Inspired by the AOSA Optometry Student Bowl™, this session challenges opticians through clinical questions, patient scenarios, and decision-making rounds that reflect everyday practice. The focus is on applying knowledge under pressure, strengthening team collaboration, and reinforcing concepts in a way that is memorable and practical.

Format

A 1-2-hour interactive session where participants compete through structured rounds, including rapid-fire questions, case-based scenarios, and problem-solving challenges. The format can be adapted as a featured gala or evening event, combining live competition, audience participation, and fast-paced challenges to create a memorable shared conference experience.

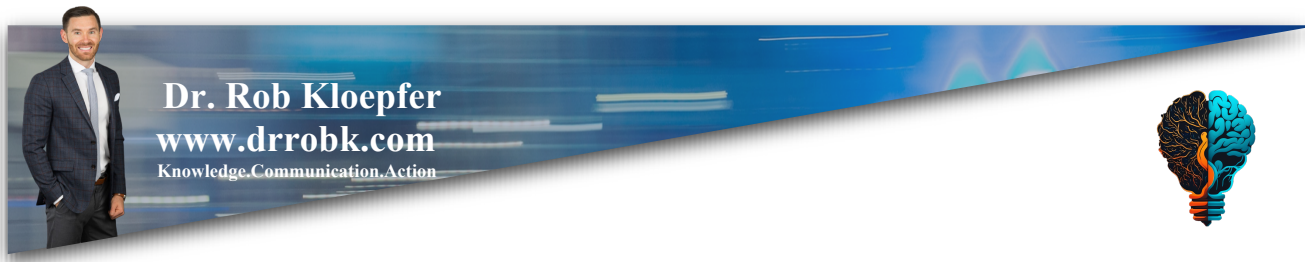
Key Outcomes

Participants will be able to:

- Apply optical and clinical knowledge in real-world patient scenarios
- Strengthen decision-making and confidence in day-to-day practice
- Reinforce key concepts in lenses, contact lenses, and patient care
- Work collaboratively as a team to solve clinical and communication challenges
- Improve retention of knowledge through active participation and competition

Target Audience

Opticians of any work experience level.



04 | INTERACTIVE LEARNING

Turn any continuing education session into an experience. Designed for conferences looking for something beyond the traditional lecture, these sessions combine audience participation, competition, cases, technology, and real-time decision-making while keeping education at the centre.

Eye Jeopardy: The Interactive Eye Game

A live Jeopardy-style competition covering clinical eyecare, ocular disease, pharmacology, dry eye, refractive surgery, and more.

Case Matchmaking: T[eye]nder Edition

Swipe right on the diagnosis. Attendees work through cases, clues, and clinical decisions in an unconventional case-matching format.

Dry Eye Camp: Spot It. Support It. Solve It.

An interactive Kahoot-based journey through dry eye recognition, products, patient education, and practical support.

The 'Pink Eye' Mystery: Kahoot Edition

Red-eye cases meet real-time audience participation as attendees work their way toward the most likely culprit.

EyeWitness News: Separating Headlines from Clinical Reality

Use fascinating eye stories from the news, social media, and around the world to separate headlines from evidence and uncover the clinical lessons underneath.

Believe It or Not: The Eye Edition!

Unusual cases, surprising facts, and audience participation create a fast-paced exploration of the stranger side of eyecare.

Looking for something different? Sessions can be adapted, combined, or customized around your conference theme, audience, accreditation requirements, and educational goals.

Thank you for your time. I would welcome the opportunity to collaborate on creating customized education that supports your organization's goals. I look forward to your response.

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