

OPTOMETRIST SESSIONS

Dr. Rob Kloepfer, OD, MBA

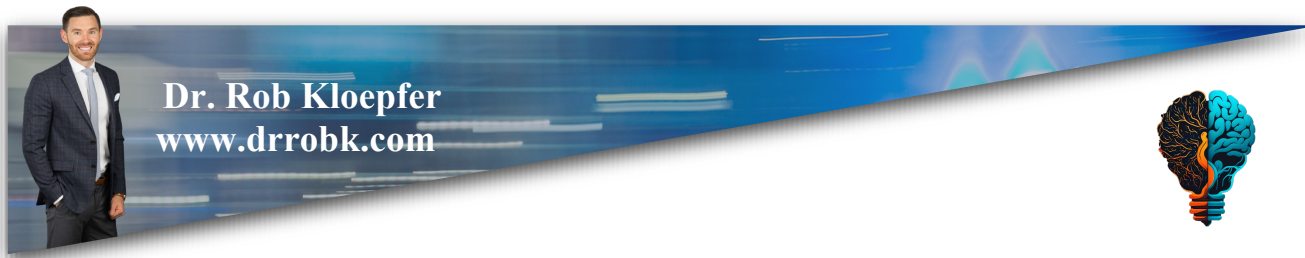
Optometrist | Speaker | Educator

Great clinical education should change what happens when we return to practice. I enjoy working with optometric associations, conferences, industry partners, students, and early-career doctors to create education that connects evidence with the conversations, decisions, and everyday realities of patient care.

Rob is a practicing optometrist, speaker, and educator based in Calgary, Alberta. He earned his Doctor of Optometry from the Illinois College of Optometry and his MBA from the Haskayne School of Business. As a practicing associate OD, Rob brings a real-world perspective to education focused on dry eye, patient communication, and professional development, with practical ideas designed to carry into Monday morning.

DRY EYE | COMMUNICATION | PROFESSIONAL DEVELOPMENT

Sessions are available as **in-person presentations, virtual webinars, interactive sessions, and hands-on workshops**, with content tailored to the audience, event format, and educational goals.



Dr. Rob Kloepfer
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01 | DRY EYE

Turning evolving evidence into practical everyday care.

Dry Eye Management for the Primary Eyecare Provider

Practical strategies for integrating dry eye diagnosis and first-line management into primary optometric care.

Dedicated Dry Eye Testing: Elevating Accuracy, Care & Outcomes

Explore how a dedicated dry eye assessment can improve diagnostic accuracy, patient education, treatment planning, and outcomes.



Current & Emerging Trends in Dry Eye Disease Management

Diagnostics, therapies, technologies, and emerging approaches shaping modern dry eye management.

From Diagnosis to Buy-In: Growing Your Dry Eye Clinic Through Better Communication

Diagnosis alone doesn't create successful dry eye care. Explore how communication, patient education, workflow, and team alignment influence treatment acceptance and long-term engagement.

FEATURED HANDS-ON WORKSHOP

Hands-On Clinical Confidence: Dilation & Irrigation (D&I) + Punctal Plugs **2-4 Hour Hands-On Workshop**

Small group demonstrations and guided practice

Description

We are trained in school procedures such as dilation and irrigation (D&I), and punctal plug insertion, but often lack the confidence to incorporate them into everyday practice. As dry eye disease continues to grow, these skills are becoming increasingly valuable for primary eye care practitioners. This format offers a refreshing alternative to traditional lecture-based sessions, providing an interactive experience that builds confidence and translates directly into clinical practice.

Format

A half-day session (2-4 hours) where small groups gain hands-on experience during a workshop with live demonstrations and guided practice.

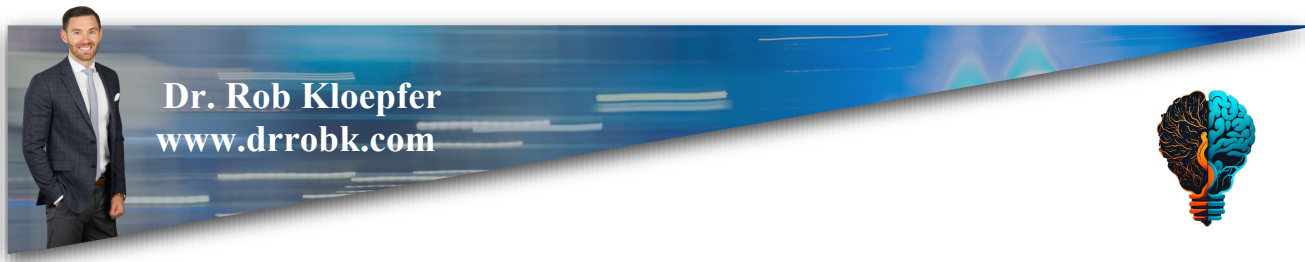
Key Outcomes

Participants will be able to:

- Confidently perform dilation and irrigation (D&I), and punctal plug (temporary and semi-permanent) insertion
- Identify appropriate clinical indications for each procedure
- Communicate these procedures clearly to patients to build trust and consent
- Integrate these skills into everyday clinical workflow
- Reduce hesitation and increase comfort with hands-on care

Target Audience

Any optometrist looking to expand procedural confidence.



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02 | COMMUNICATION

Better conversations. Better understanding. Better patient action.



You Made the Right Diagnosis....So, Why Isn't the Patient Following?

Clinical knowledge isn't the problem, communication is. Explore how to turn diagnoses and recommendations into conversations patients understand, remember, and act on.

Guiding the Yes: Helping Patients Feel Confident in Their Decisions

Explore ethical communication strategies that build trust, reduce hesitation, and help patients make informed healthcare decisions without feeling like you're "selling."

From Recommendation to Retention: Strengthening the OD-Optician Transition

Strengthen one of the most important transitions in the patient journey, the handoff from exam room to optical, and create greater consistency between recommendation and action.

FEATURED INTERACTIVE WORKSHOP

Communication & Performance in Healthcare 2-4 Hour Interactive Workshop

Description

Most healthcare teams are well-trained in clinical skills but not in how to clearly explain them, gain patient buy-in, align messaging across the team, and create consistency in delivery. Teams will align around core office values, develop protocols for key clinical and patient scenarios, and implement strategies that improve awareness and overall efficiency. They will also communicate findings in a way patients understand and act on, while maintaining a consistent message throughout the patient journey. The result is fewer missed opportunities, stronger patient follow-through, and more consistency across the clinic.

Format

Half-day training (3-4 hours) at a conference or clinic with a healthcare team. The interactive workshop would involve roleplay and applied practice, group discussion, and implementation strategies.

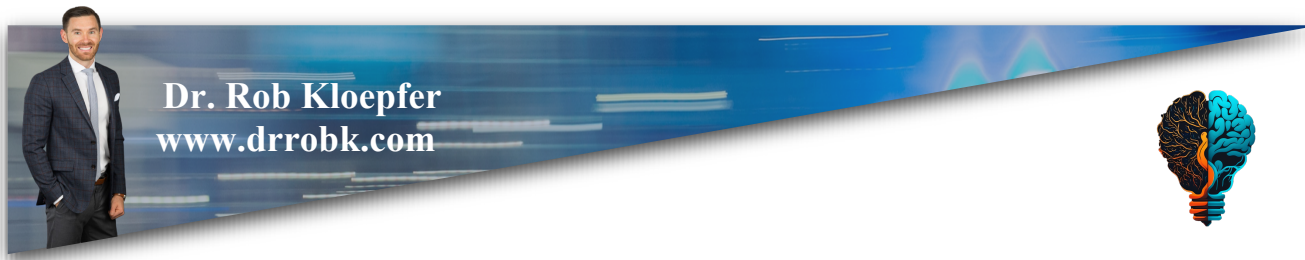
Key Outcomes

Participants will be able to:

- Present clinical findings in a clear, structured way that improves patient understanding and increases acceptance of recommendations
- Identify and correct common breakdowns in communication that lead to hesitation, confusion, or lack of follow-through
- Deliver consistent messaging across the patient journey - from doctor to team - to reinforce trust and reduce mixed signals
- Apply practical communication frameworks that can be used immediately in clinic to improve efficiency, confidence, and patient outcomes

Target Audience

Healthcare teams and organizations focused on improving patient experience and performance.



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Working as a Doctor Through the Lens of a Patient

Step outside the exam room and examine what patients see, hear, and experience throughout their journey through your practice.

The Healthcare Experience Economy

Explore how small, intentional moments throughout the patient journey influence what patients feel, remember, and ultimately value about their care.

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Creating a Culture of Care: Practical Strategies for a WOW Patient Experience

Practical strategies for creating greater consistency, intentionality, and connection throughout the patient experience.

03 | PROFESSIONAL DEVELOPMENT

Building a successful career beyond clinical knowledge.

Building Your Schedule Without Ownership

This session helps associates build patient relationships, strengthen recommendations, develop internal momentum, and grow a schedule without owning the practice.

Leadership Beyond Ownership: Earning Trust as an Associate

Leadership doesn't require a title. Explore how associates can earn trust, influence culture, communicate effectively, and become leaders within a practice.

Day One Doctor: Setting the Tone for Your Career

Practical strategies for building confidence, professional habits, relationships, and momentum during the earliest stages of practice.

Building Your Personal Brand as an Associate Doctor

Personal brand isn't about becoming an influencer. Learn how reputation, relationships, networking, and professional visibility can create opportunities throughout your career.

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Happiness as a Clinical Tool: The Hidden Driver of Success in Eyecare

Explore the relationship between provider well-being, clinical performance, patient relationships, burnout, and career sustainability.

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The Three Pillars of Professional Development: Image, Burnout & Balance

Explore the non-clinical factors that contribute to a sustainable and fulfilling career in optometry.

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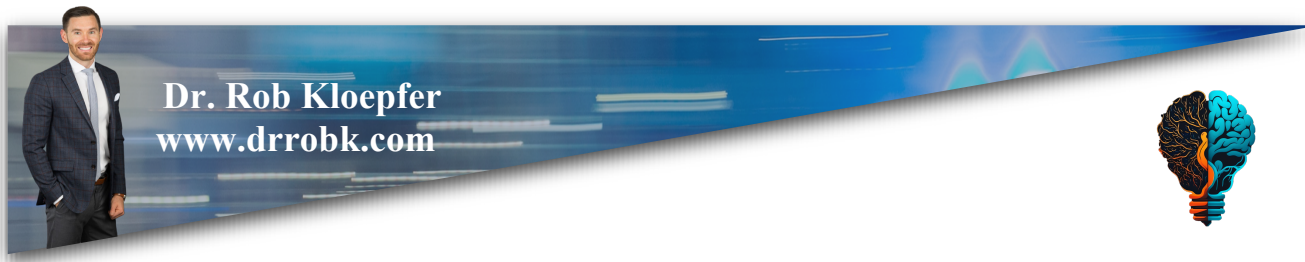
Eyecare Negotiations 101

Practical negotiation strategies for the conversations that happen throughout a career in optometry.

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Own Your O.D.: #helpbuildmysocialmedia

Build a professional and authentic online presence that supports patient trust and professional growth.



FEATURED WORKSHOP

Young OD Workshop

From Student to Practice: The Skills They Don't Teach You in Optometry School 6-8 Hour Interactive Workshop

Description

The transition from student to practicing optometrist is one of the biggest leaps in a career, and one that clinical training alone doesn't fully prepare you for. While new graduates enter practice with strong clinical knowledge from our school training, many feel under-equipped in areas that drive success day-to-day: patient communication, optical handoffs, contract conversations, and turning recommendations into action. This workshop is designed specifically for associate doctors and early-career clinicians - not practice owners. The focus is on building confidence, improving patient interactions, and developing the non-clinical skills that accelerate growth within a practice. This format provides a strong opportunity for organizations to engage students and new grads at in-person events. It offers practical, career-relevant learning that goes beyond traditional lecture-based CE, something that is increasingly important for attracting younger generations to conferences.

Format

A full-day program (6-8 hours) that can also be divided into two half-day sessions across different days, allowing for deeper reflection, skills practice, and networking. The workshop blends lecture, real-world case discussions, communication roleplay, and interactive breakout exercises.

Sessions

- Real world case discussion
- Communication roleplay
- Interactive breakout exercises
- Contract and compensation discussions
- Common new-grad mistakes
- Exam-to-optical handoff strategies
- Schedule and patient-retention strategies
- Career development conversations

Target Audience

Optometry students, residents, and new graduates in their first five years of practice.

Individual lectures from the Young OD Workshop are also available as standalone sessions for student, resident, and early-career programming.



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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