



REFRACTIVE SURGERY  
ALLIANCE SOCIETY

# RSA 2017 Symposium

Greg Parkhurst, MD, PCEO and D. Rex Hamilton, MD

**UCLA** Stein Eye Institute



**DOHENY**  
EYE INSTITUTE

~ Welcome ~

- 11:30 Complimentary Lunch
- 12:30 Welcome to the Stein Eye Institute  
*Bartly J. Mondino, MD*
- 12:40 Refractive Surgery Alliance Update  
*Greg Parkhurst, MD, PCEO*

~ The 3 Milestones of Vision Development and the 7 Procedures to Correct Them ~

## Ocular Maturity

- 12:55 How to fit SMILE into a new market without harming refractive surgery  
*Rex Hamilton, MD*
- 13:05 SMILE Strategy Roundtable Arthur B. Cummings, MD, PCEO  
*Paul Dougherty, MD*  
*Rex Hamilton, MD*  
*Lance Kugler, MD, PCEO*  
*Matthias Maus, MD*

## Presbyopia

- 13:25 Where do Inlays fit into my offerings for the 2nd Milestone? Luke Rebenitsch, MD, PCEO  
*Jeff Whitman, MD*  
*William Wiley, MD, PCEO*  
*Roberto Zaldivar, MD*

## Cataract

- 13:45 A la Carte or Prix Fixe: How to Position Premium Lens Surgery in 2017 D. Rex Hamilton, MD  
*Daniel Durrie, MD*  
*William Wiley, MD, PCEO*  
*Jared Younger, MD*

~ Update on the Five RSA Initiatives ~

## Surgeon Education

- 14:05 RSA Master of Refractive Surgery (MORS) Program Guy M. Kezirian, MD, MBA, PCEO  
*Juan Batlle Pichardo, MD*  
*Arthur Cummings, MD*  
*Daniel Durrie, MD*  
*Nicole Lemanski, MD*  
*Michael Mrochen, PhD*  
*Aaron Waite, MD, PCEO*

## Public Awareness: Vision for a Lifetime

- 14:30 Call Center Best Practices Paul Mann, MD, MBA  
*Jeff Whitman, MD*  
*William Wiley, MD, PCEO*
- 14:45 Telemedicine to Grow your Practice  
*Roberto Zaldivar, MD*
- 15:00 Update on RSA Social Media Campaign Lance Kugler, MD, PCEO  
*Olivia Kezirian*  
*Nell Shuttleworth*
- 15:10 Break

~ Update on the Five RSA Initiatives (Continued) ~

Public Awareness: Vision for a Lifetime, RSA Residents and Fellows

- 15:30 Focus on Independence Initiative  
*Daniel Durrie, MD*  
*Lance Kugler, MD, PCEO*
- 15:40 Training Optometry  
*Greg Parkhurst, MD, PCEO*
- 15:50 Internal Marketing: Best Practices from our Center 2017  
*Vance Thompson, MD*
- 16:05 RSA Residents and Fellows Section  
*Juan Batlle Logrono, MD*  
*Karolinne Rocha, MD, PhD*  
*Blake Williamson, MD*

Patient Outreach

- 16:15 RSA and the VRSN  
*Luke Rebenitsch, MD, PCEO*

Affordability

- 16:25 Patient Financing & The RSA Give Sight to the World Program  
*Guy Kezirian, MD, MBA, PCEO*

Capital Equipment Model

- 16:35 RSA Group Buys  
*William Wiley, MD, PCEO*

~ Fostering Alignment with Industry ~

Industry Roundtable

- 16:45 Industry Perspectives on the RSA Approach to Growing Refractive Surgery Greg Parkhurst, MD, PCEO  
*Laurent Attias - Senior Vice President, Alcon, A Novartis Division*  
*David Bragg - President, Ziemer USA and Canada*  
*Ron Kaiser - Senior Director, Nidek Inc*  
*John Kilcoyne - President and CEO, ReVision Optics*  
*Terry Koritz - Vice President, Johnson & Johnson Vision Care Inc*  
*Erin Schallhorn - Senior Director, Carl Zeiss Meditec AG*  
*Al Waterhouse - President, AcuFocus Inc*

~ RSA Perspectives ~

- 17:15 Premier Practice Showcase Europe 2017 & ESCRS  
*Matthias Maus, MD*
- 17:20 What Do We Offer? Every Waking Minute!  
*Greg Parkhurst, MD, PCEO*
- 17:25 Closing Remarks  
*Rex Hamilton, MD*
- 17:30 Cocktails and Tours  
*Rex Hamilton, MD*  
*Greg Parkhurst, MD, PCEO*
- 18:30 Adjourn