

# Co-Keynote Speakers

## Diana Eastburn-Ludlam, BS, COVT

Diana is currently an Assistant Clinical Professor at SUNY College of Optometry in New York City. Ms. Ludlam has been actively involved in the vision rehabilitation field for over 40 years providing both direct patient care and as a guest lecturer. She has worked with clinic and hospital staffs worldwide, including institutions as the State Hospital in Vienna, Austria, and private hospitals in Japan. Ms. Ludlam has co-authored several professional articles including "Oculomotor Training Protocol for Traumatic Brain Injury" and "Optometric Visual Training for Reading Disability". She has been the recipient of numerous awards including the Neuro-Optometric Rehabilitation Association's President, Founder, and Certified Vision Therapist of the Year awards. Ms. Ludlam is a member of the AOA ParaOptometric Association, OEP ParaOptometric Association, COVD Certified Optometric Vision Therapist, the International Brain Injury Association, and an advisory board member for the International Neuro-Optometric Rehabilitation Association.

## Dr. Ken Ciuffreda, OD, Ph.D.

Ken serves as a Distinguished Teaching Professor and Chairperson for the Department of Vision Services at SUNY State College of Optometry. He additionally serves as a visiting professor at several colleges, including the Harbin Medical College in China. Dr. Ciuffreda has over 35 years of experience as an optometrist, lecturer, professor, and researcher in the field of vision rehabilitation. Dr. Ciuffreda is a member of the American Academy of Optometry, the Association for Research in Vision and Ophthalmology, the New York Academy of Optometry, the Association of Optometric Educators, the National Academy of Practices, and the Neuro-Optometric Rehabilitation Association. He has authored/co-authored over 150 publications, including extensive work on the topic of oculomotor abnormalities and their remediation in brain-injured patients. Dr. Ciuffreda has received numerous honors and awards including the Distinguished Achievement Award from the New York State Optometric Association and the Ralph H. Green Award for Highest Honors in Physiological Optics.



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 Tuition Enclosed: \_\_\_\_\_ (\$199 or \$75 students)  
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 Approved by (print name) \_\_\_\_\_  
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 Approval Signature \_\_\_\_\_  
 Date \_\_\_\_\_

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- ONLINE:**  
Log on to Web site [www.kirkwood.edu/ce](http://www.kirkwood.edu/ce).
- PHONE:**  
Call 319-398-1022 or 1-800-332-8833 between 8 am and 4:30 pm
- MAIL:**  
Fill out the enrollment form and mail payment to: Kirkwood Continuing Education, c/o Registration, PO Box 2068, Cedar Rapids, IA 52406
- FAX:**  
Fill out enrollment form and fax to 319-398-7185.

Additional registration forms available @ [www.spandainc.com/events](http://www.spandainc.com/events)

Course Number: CHNC-024-DAM01  
Training Your Brain to See Again

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# Purpose of Conference

Conference participants will gain an understanding of patients with neurologically related vision impairments as well as appropriate treatment strategies. Conference speakers will provide ways in which eye care professionals can work effectively with rehabilitation therapists and other allied health professionals in a multi-disciplinary approach to serve both pediatric and adult patients. Therapy billing and reimbursement issues will also be discussed.

- Gain a basic understanding of the anatomy and function of the visual system.
- Discuss ways to integrate vision related practices into rehabilitation activities and settings.
- Describe typical vision impairments in brain-injured individuals.
- Learn basic vision rehabilitation testing and training techniques for children or adults with vision impairments.
- Understand therapy billing system components to maximize therapy reimbursement.

# Conference Objectives

## CEU's CEH's

0.75 CEUs for nurses approved by IBON provider #30.  
7.5 CEHs for OT, OTA, PT, PTA, Social Workers, Psychologists, Speech Therapists

CEUs and CEHs will be awarded by Kirkwood Community College upon attendance of all sessions of the conference. Partial CEUs and CEHs will not be awarded; 100 percent attendance is required. Other allied health professionals will receive a Certificate of Completion and may apply for credit to their licensing board.

# Accommodations

This one day conference will be held from 8am to 4pm @ Kirkwood Center for Continuing Education; 7725 Kirkwood Blvd. SW, Cedar Rapids, IA 52404  
*(map & directions available [www.kirkwood.edu/maincampus](http://www.kirkwood.edu/maincampus))*

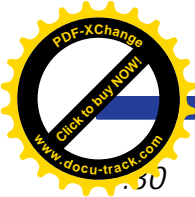
Tuition: \$199/person  
Student Rate: \$75/person  
*(must be a currently enrolled student in a post-secondary institution)*

Tuition will include refreshments, lunch, and CEU/CEH certificate for 100% attendance.

*Hotel reservations can be made with Holiday Inn Express Hotel and Suites; 3320 Southgate Court SW, CR 319-399-5025*

\*Others such as Optometrists, Physicians Assistants, Vision Therapists, College Students, and Family Members will also benefit from attending this unique conference.





# Conference Schedule

## Registration

- 8:00 VISION FUNCTION & DYSFUNCTION PRIMER  
Dr. DeAnn Fitzgerald, OD
- *Describe normal anatomy for vision pathways*
  - *Describe neural connections to other brain structures*
  - *Identify normal vision functions and typical vision dysfunctions*
  - *Correlate terminology used by optometrists with terminology used by rehabilitation specialists*
- 9:00 VISION'S ROLE IN THE MULTI-DISCIPLINARY REHABILITATION SETTING  
Diana Eastburn-Ludlam, BS, COVT Co-Key Note Speaker
- *Understand vision as not simply visual acuity*
  - *Effectively integrate vision into other rehabilitation activities and settings*
  - *Demonstrate clinical applications in challenging situations*
- 11:00 OCULOMOTOR ABNORMALITIES AND THEIR REMEDIATION IN BRAIN INJURY  
Dr. Ken Ciuffreda, OD, PhD. Co-Key Note Speaker
- *Understand the abnormal eye movements in brain injured population*
  - *Review treatment paradigms and methodology for diagnostics and intervention*
  - *Understand what the treatment effects are in this population*
- 12:00 Lunch
- 1:00 VISION REHABILITATION TREATMENT AND TECHNIQUES  
Therese Molloy OT/L
- *Demonstrate the uses of the VEP (visual evoked potential)*
  - *Demonstrate Accommodative Vision Exercises*
  - *Demonstrate-Fixation, Saccades, Pursuits Exercises*
  - *Demonstrate Central-Peripheral Focus Awareness Exercises*
- 2:30 Break
- 2:45 ATTENDING TO THE BUSINESS OF BILLING FOR HEALTH CARE SERVICES  
Jim Hall, CPA
- *Identify the components of a successful billing system to maximize therapy billing*
  - *Discuss the credentialing procedure and identify what needs to occur before a patient can be treated*
  - *Describe the steps and resources necessary for starting the billing system*
  - *Identify the process used to appeal an insurance denial and other trouble shooting mechanisms*
- 4:00 Wrap-up/evaluations/CEU certificates



Cedar Rapids Vision In Motion  
 Continuing Education Conference  
 Saturday, January 30, 2010  
 Kirkwood Center for Continuing  
 Education

# TRAINING YOUR BRAIN TO SEE AGAIN

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