

2026

WISCONSIN
OPTOMETRIC
ASSOCIATION

PRIMARY CARE SYMPOSIUM

VIRTUAL LECTURE SERIES



Expert Education.
Accessible Anywhere.

FEATURING EXPERT SPEAKERS



Ryan P. Ames
OD, MBA ABO



Timothy Earley
OD



Carolyn Majcher
OD, FAAO, FORS



Ryan Powell
OD, MBA ABO



October 13 , 20, 27 &
November 10 @ 7 PM



Four Live Webinars
8 CE Hours



NUTRITION. CODING. RETINA. THERAPEUTICS.

Focused virtual CE in ocular nutrition, coding, retinal care, judicious prescribing and more.



WISCONSIN OPTOMETRIC ASSOCIATION

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**6510 Grand Teton Plaza, Suite 312
Madison, WI 53719
608-824-2200**

August 11, 2026

TO: Wisconsin Optometrists
FROM: Christine Renner, O.D.
WOA Primary Care Virtual Symposium Chair
RE: 2026 WOA Primary Care Virtual Symposium

The Wisconsin Optometric Association is pleased to announce that we have transitioned the Primary Care Symposium to a virtual event with synchronous virtual education. In our 2025 education survey, members told us they wanted more virtual learning opportunities from WOA, and your leadership team listened!

Keynote Speakers:

- **Ryan P. Ames, OD, MBA** - Insight Eye Care, Oshkosh—Owner and WOA Third Party Chair
- **Timothy Earley, OD** - Medical Optometrist at Regional Eye Associates, Maryland
- **Carolyn Majcher, OD, FAAO, FORS** - Optometric Physician, Professor and Director of Residency Programs at Northeastern State University Oklahoma College of Optometry
- **Ryan Powell, OD** - Founder and Principal Owner of Insight Eyecare Specialties—Missouri

CE Approval:

- 8 hours approved by the Wisconsin Optometry Examining Board
- COPE accreditation pending for 6 hours: 1 (PH), 4 (TD) and 1 (NO)

Registration Details:

Participants may register for the complete 8-hour symposium or select individual program dates.

Full Symposium Registration — 8 Hours

- **Early registration deadline: Monday, September 14, 2026**
- **Final registration deadline: Friday, October 9, 2026**

Individual Program Registration

- **Registration closes five days before each program date**

Optometrists who are not currently WOA members may complete the [online membership application](#) to receive member registration benefits.

For questions regarding membership or the symposium, contact us at woa@woa-eyes.org.

To pay by credit card, register online at woa-eyes.org or scan the QR code to the right.



Scan to Register Online

Tue. Oct. 13

7:00 p.m. - 8:45 p.m.

**"From Exam Room to Outcomes:
Elevating Care with Ocular Nutrition"**

Ryan Powell, OD

2 hour WI TD

COPE#: 102583-TD (Pending)

Discover how the latest research in ocular nutrition is transforming patient outcomes and reshaping best practices in optometry; this session delivers practical strategies, evidence-based supplement guidance, and simple systems to integrate nutrition seamlessly into your patient care.

Tues Oct. 20

7:00 p.m. - 8:45 p.m.

"The Case, the Chart & the Code"

Ryan Ames, OD, MBA

2 hours WI TD

COPE#: N/A

Great patient care does not end with making the right diagnosis. Using real-world ocular disease cases, this course follows the clinical encounter from the initial presentation and diagnostic workup through management, documentation, and coding.

For each case, attendees will work through the clinical findings and medical decision-making before examining how that care should be reflected in the medical record and translated into appropriate ICD-10 and CPT coding. Cases will span everyday medical eye care as well as more advanced optometric procedures, exploring the pathology and treatment, but also the documentation, coding, and practice considerations that accompany expanded-scope care.

Along the way, the course will highlight common documentation pitfalls, coding misconceptions, and practical strategies for creating records that accurately support the care provided. Attendees will leave with a stronger understanding of ocular disease management and a practical framework for connecting **the case they manage, the chart they create, and the codes they submit.**

Tues Oct. 27

7:00 p.m. - 7:50 p.m.

**"Nutrition and Neuroprotection in Athletes:
New Evidence on Visual and Brain Health"**

Timothy Earley, OD

1 hour WI NO

COPE #: 101569-NO (Pending)

This course reviews new research showing that targeted nutritional intervention can improve visual processing, macular health, and neural resilience in athletes, while translating these findings into practical strategies and case-based applications for sports vision care.

And

7:55 p.m. - 8:45 p.m.

**"Optometrists CAN Treat AMD! Case
Studies from One Year on the Front Lines"**

Timothy Earley, OD

1 hour WI TD

COPE #: 102508-TD (Pending)

This course reviews the rapid advancements in AMD diagnosis and treatment over the past decade, highlighting the evolving role of optometrists in managing this potentially blinding disease. Attendees will receive updated insights on injectable therapies and emerging light-based treatments for dry AMD.

Tues Nov. 13

7:00 p.m. - 7:50 p.m.

**"Judicious Prescribing: A Review of
Commonly Used Oral Narcotics and their
Appropriate Use"**

Carolyn Majcher, OD

1 hour WI PH

COPE #: (Pending)

This course gives providers an overview of oral narcotics commonly used in optometric practice, examines indication and contraindication for their use, and discusses federal and state laws regulating the prescription of dangerous and controlled substances.

And

7:55 p.m. - 8:45 p.m.

**"Seeing More, Missing Less: Multimodal
Imaging Retinal Grand Rounds"**

Carolyn Majcher, OD

1 hour WI TD

COPE #: 102930-TD (Pending)

Using a fast-paced, case presentation format this course will cover some common and some not-so-common retinal pathologies. Emphasis will be placed on the clinical utility and interpretation of multimodal imaging modalities including fundus autofluorescence, OCT, and OCT angiography.

Keynote Speakers

Ryan P. Ames, OD, MBA



Dr. Ryan P. Ames is a full-scope optometrist and practice owner in Oshkosh, Wisconsin. He is the owner of InSight Eye Care, a multi-location private practice where he provides comprehensive medical and surgical eye care, ranging from pediatric examinations to the diagnosis and management of complex ocular disease and in-office procedures including YAG capsulotomy, SLT, and LPI.

Dr. Ames earned his undergraduate degree from Drake University, his Doctor of Optometry degree from the Illinois College of Optometry, and an MBA from the University of Wisconsin–Oshkosh. This combination of clinical practice and business training has shaped his particular interest in the intersection of patient care, medical decision-making, documentation, coding, and reimbursement.

A longtime leader within the Wisconsin Optometric Association, Dr. Ames has served in nearly every major leadership role, including as WOA President in 2023. He currently serves as the association's Third-Party Chair and consultant, helping Wisconsin optometrists navigate payer policies, coding challenges, audits, and an increasingly complex healthcare environment.

In addition to patient care and organized optometry, Dr. Ames writes and lectures on medical documentation and coding and serves as a consultant for RevolutionEHR. His focus is practical: helping optometrists provide advanced medical eye care while ensuring that the medical record accurately tells the story of what they saw, what they thought, what they did, and why.

Timothy Earley, OD



Dr. Tim Earley obtained a bachelor's degree in Visual Science and his Doctorate in Optometry from the Pennsylvania College of Optometry in 1998. Dr. Earley is a Medical Optometrist at Regional Eye Associates, practicing in Cumberland and Oakland, Maryland. He delivers top-level

patient care by incorporating advanced technology and ocular nutrition into his clinical practice. Dr. Earley is a well-known speaker and educator and is highly sought

after for these endeavors. This speaks to his contributions to the field of optometry.

Dr. Earley is a proud member of the American Optometric Association, and Ohio Optometric Association, and is a current Candidate for Fellowship with the American Academy of Optometry.

Carolyn Majcher, OD, FAAO, FORS



Dr. Carolyn Majcher, OD, FAAO, FORS, is a prominent optometric physician and educator recognized as an expert in vitreoretinal disease and retinal imaging. She earned her Doctorate of Optometry from the Pennsylvania College of Optometry at Salus University, followed by an ocular disease residency at the Eye

Institute of the Pennsylvania College of Optometry. Following completion of her residency, Dr. Majcher served as Chief of the Retinal Disease Clinic and an Assistant Professor at the University of the Incarnate Word Rosenberg School of Optometry for 8 years. In 2019, she joined Northeastern State University Oklahoma College of Optometry as Professor and Director of Residency Programs, where she continues to shape the next generation of optometric leaders while advancing care and education in retinal disease.

Ryan Powell, OD



Ryan Powell is an Optometrist practicing in the Kansas City metro region. He is the founder and principal owner of InSight Eyecare Specialties, dba as Vision Source Eyecare. They are a 12-location practice in Missouri. Dr. Powell was the President of the Missouri

Optometric Association in 2010 and served on the Southern College of Optometry board of trustees and served as the chairman in 2019-2020. Ryan has been a speaker for several industry partners. He is a Vision Source Administrator and serves on many charitable organization boards and advisory committees. He and his wife Amy have three kids and enjoy Missouri Tigers sports, Kansas City Chiefs football and time at the lake.

Important Registration Information

Please review closely:

- **Course Availability:** All sessions will be filled on a first-come, first-served basis.
- **Registration Options:**
 - **Full Symposium – One flat fee includes all 8 hours of programming.** You must still select each course you plan to attend during registration.
 - **Partial Registration – Select and pay for courses individually.** Depending on the number of sessions you plan to attend, full registration may be the more economical option. . Simply select which classes you want to take, and pay the full registration fee.
- **Choosing the Best Option:**
Planning to attend the full symposium? Choose full registration. Only joining for a session or two? Partial registration may be your best value. Review both options to determine what works for you.
- **Paying by Credit Card:**
If paying by card, please [click here](#) to register online using the secure WOA registration portal.
- **Course Selection Required:**
Regardless of registration type, you must check off each course you plan to attend. Zoom webinar link will only be issued for selected courses.
- **Deadlines:**
 - **Early Bird Registration for full program (8 hours):** Monday, September 14, 2026
 - **Final Registration Deadline for full program (8 hours):** Friday, October 9, 2026

Refund Policy

- Full program refunds (minus a \$15 processing fee) are available for cancellations received in writing by **October 5, 2026**.
- No refunds will be issued after that date and individual course date registrations are non refundable.

UPCOMING EVENTS 2026-27

- **2027 Spring Seminar - 14 hours**
April 29-30 - Glacier Canyon Lodge, Wisconsin Dells, WI
- **2027 Convention & Annual Meeting - 22 hours**
September 23-26 - Marriott Madison West, Middleton, WI



WE LOOK FORWARD TO **CONNECTING WITH YOU!**

2026 WOA VIRTUAL PRIMARY CARE SYMPOSIUM

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DOCTOR REGISTRATION - Zoom Webinars

REGISTRATION DEADLINES: Early Bird Full Event = Sept 14th ♦ Regular = October 9th

Registrant Name:	Cell Phone:	License #:
Mailing Address:	City:	State:
Email Address:	OE Tracker #:	Zip:

Please check one: ☐ Full Registration

☐ Per Class Registration

TUESDAY, October 13, 2026

Time	Course	
☐ 7:00 PM-8:45 PM	"From Exam Room to Outcomes: Elevating Care with Ocular Nutrition" - Ryan Powell, OD	2 hrs TD \$50/\$150

TUESDAY, October 20, 2026

Time	Course	
☐ 7:00 PM-8:45 PM	"The Case, The Chart & The Code" - Ryan Ames, OD, MBA	2 hrs TD \$50/\$150

TUESDAY, October 27, 2026

Time	Course	
☐ 7:00 PM-8:45 PM	"Nutrition and Neuroprotection in Athletes: New Evidence on Visual and Brain Health" AND "Optometrists CAN Treat AMD! Case Studies from One Year on the Front Lines" - Timothy Earley, OD	1 hr NO 1 hr TD \$50/\$150

TUESDAY, November 10, 2026

Time	Course	
☐ 7:00 PM-8:45 PM	"Judicious Prescribing: A Review of Commonly Used Oral Narcotics and their Appropriate Use" AND "Seeing More, Missing Less: Multimodal Imaging Retinal Grand Rounds" - Carolyn Majcher, OD	1 hr PH 1 hr TD \$50/\$150

Full Registration Includes all 8 hours of education.

	Member	Non Member
Early Bird Registration by 9/14/2026	\$150.00	\$450.00
Regular Registration 9/15 to 10/9/2026	\$175.00	\$475.00

Individual Session Registration for each date.

	Member	Non Member
October 13 Session—Deadline Oct 9	\$50.00	\$150.00
October 20 Session—Deadline Oct 15	\$50.00	\$150.00
October 27 Session—Deadline Oct 22	\$50.00	\$150.00
November 10 Session—Deadline Nov 5	\$50.00	\$150.00

Payment Information: [Click here to pay online](#)

Check Enclosed: ☐ • Credit Card: ☐ MC ☐ VISA

Card Number:

Exp. Date:

3 Digit Code:

Billing St. Address:

Billing Zip Code:

Signature:

Please return to: woa@woa-eyes.org, 6510 Grand Teton Plaza, Ste 312, Madison, WI 53719, or fax to 608-824-2205.