

2025

W I S C O N S I N  
O P T O M E T R I C  
A S S O C I A T I O N

# PRIMARY CARE SYMPOSIUM

DOCTOR REGISTRATION



Kalahari Resort,  
Wisconsin Dells, WI



November 7 - 8, 2025

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

August 5, 2025

TO: Wisconsin Optometrists

FROM: Christine Renner, O.D. and Nicholas Bruns, O.D.  
WOA Primary Care Symposium Co-Chairs

RE: 2025 WOA Primary Care Symposium

The Wisconsin Optometric Association's 2025 Primary Care Symposium will be held November 7–8 at the Kalahari Resort in the Wisconsin Dells. As the final continuing education seminar of both the year and biennium, this event offers 7 hours of exceptional education in a streamlined format.

## Keynote Speaker:

**Frances Bynum, OD**

Owner, Northwest Tennessee Eye Clinic

Speaker, educator, and rural healthcare advocate

## CE Approval:

- 7 hours approved by the Wisconsin Optometry Examining Board
- COPE accreditation pending: 7 hours Treatment & Management of Ocular Disease (TD)

## Registration Details:

**Early Bird Deadline: October 13, 2025 | Final Registration Deadline: October 31, 2025**

Two registration options are available:

- **Full Registration:** includes all education sessions (classes must be checked individually)
- **Partial Registration:** select only the sessions you plan to attend

If you are not currently a WOA member but would like to join, please complete the [online membership application](#). For questions regarding membership or the event, contact us at [woa@woa-eyes.org](mailto:woa@woa-eyes.org).

If paying by credit card, we encourage you to register online at [woa-eyes.org](http://woa-eyes.org) or scan the QR code to the right.

**REGISTER ONLINE**



**Scan to Register Online**

## Hotel Information:

There is a room block set aside for Friday night at the Kalahari Resort with a rate of \$165 for a standard double queen room. Please use the link below to reserve your room. The room block will be released **October 8, 2025**, and group rates will not be honored after that. A deposit is required for reservations. Cancellation policy: 72 hours or more prior to arrival full refund less \$30 processing fee.

**BOOK YOUR ROOM  
ONLINE**



# Fri Nov. 7

5:00 p.m. - 6:00 p.m.

**Registration**  
*Salon D Foyer*

6:00 p.m. - 6:50 p.m.

**"Five Pillars of Diabetic Retinopathy Management in Optometry"**

Francis Bynum, O.D.  
*1 hour WI TD*  
COPE #: 100218-TD (Pending)  
*Kalahari D&E*

This lecture will review diabetic retinopathy fundamentals while challenging optometrists to consider patients more holistically. The five primary responsibilities of the optometrist in diabetic retinopathy management will be considered from multiple angles. These include detection, grading, risk assessment, management, and patient support. Each recommendation is presented in a way that is practical to implement in optometric practice with a goal of helping the profession to elevate the standard of care with proper management and vigilance, even given the challenges posed by today's busy healthcare environments.

6:50 p.m. - 7:00 p.m.

**Break**

7:00 p.m. - 8:40 p.m.

**"Bad Eyes, Scary Things and Dirty Pictures: Common Cases in Rural Optometry; Challenges, Treatment, Diagnosis, & Reimbursements"**

Francis Bynum, O.D.  
*2 hour WI TD*  
COPE #: 98936-GO (Pending)  
*Kalahari D&E*

This course is designed to present information pertaining to common cases seen in most optometry practices including diagnosing, treating, and billing and coding. These cases will include eye diseases such as glaucoma, macular degeneration, cataract, and various retinal and corneal problems and challenges (and opportunities) we have as primary care eye doctors.

# Sat Nov. 8

7:00 a.m. - 1:00 p.m.

**Registration**  
*Salon D Foyer*

8:00 a.m. - 9:40 a.m.

**"ERG: Making Waves in Optometry"**

Francis Bynum, O.D.  
*1 hour WI TD*  
COPE #: 96435-TD (Pending)  
*Kalahari D&E*

Understanding electroretinography (ERG) and how photoreceptors, inner retinal cells and the ganglion cells create electrical waves. How amplitude and timing can help detect, monitor and manage retinal diseases. Practical cases where ERGs help aid in diagnosis and/or management. Discussion of Diabetic Retinal Score to monitor diabetes. Billing and Coding. Develop a system to implement ERG technology in optometry practices.

**AND**

**"Amniotic Membranes Corneal Cases from Every Day Practice"**

Francis Bynum, O.D.  
*1 hour WI TD*  
COPE #: 98935-TD (Pending)  
*Kalahari D&E*

Overview of Amniotic Membranes from harvest to use in OD practices. Types of amniotic membranes. Cases that amniotic membranes were used to treat corneal disease/injury. Billing and Coding Pearls.

9:40 a.m. - 10:00 a.m.

**Break**

10:00 a.m. - 11:40 a.m.

**"When to Play and When to Pass"**

Francis Bynum, O.D.  
*2 hour WI TD*  
COPE #: (Pending)  
*Kalahari D&E*

An in depth look at challenging cases with Anterior & Posterior Segment Disease and when and where to refer if necessary. Cases that are commonly seen in optometry practices and the discussion of treatment versus referring to a specialist. Using wide-field photography, OCT-retina, ONH, Angiography, ERG, Visual Fields and other technology to help manage, and diagnose.

# Event Schedule & Course Descriptions

# Keynote Speaker

## Frances Bynum, OD

Dr. Frances Bynum is the owner of Northwest Tennessee Eye Clinic and a dedicated advocate for advancing eye care in rural communities. A graduate of Florida State University and the Southern College of Optometry, Dr. Bynum brings a strong clinical foundation and a passion for innovation to her practice.

With extensive expertise in contact lenses, ocular disease, pathology, and surgical co-management including cataract, glaucoma, and refractive procedures, Dr. Bynum is known for integrating cutting edge technology and procedures into everyday optometric care.

She is a diplomate of the American Board of Optometry, a fellow of the Tennessee Academy of Optometric Physicians, and an active member of both the American Optometric Association and the Tennessee Association of Optometric Physicians. In addition to serving as a Vision Source Administrator and preceptor for the Southern College of Optometry, Dr. Bynum consults and speaks for leading industry partners such as CooperVision, LKC Technologies, Integra, and MacuHealth.

As founder of a nonprofit Rural Healthcare Education Center, she is committed to delivering continuing education to doctors practicing in underserved areas. Above all, Dr. Bynum is driven by a passion for people and a deep commitment to making a difference in the profession of optometry, especially in rural healthcare.



# EVENTS 2025-26

- **2025 Convention & Annual Meeting - 22 hours of CE**  
September 25-28 - Marriott Madison West, Middleton, WI
- **2025 Northwoods Education Event - 8 hours of CE**  
October 10-11 - Kalmar Center, Eagle River, WI
- **2025 Primary Care Symposium - 7 hours of CE**  
November 7-8 - Kalahari Resort, Wisconsin Dells, WI
- **2026 Spring Seminar - 14 hours of CE**  
April 23-24 - Marriott Madison West, Middleton, WI
- **2026 Convention & Annual Meeting - 22 hours of CE**  
September 24-27 - Kalahari Resort, Wisconsin Dells, WI



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

# Important Registration Information

Please review closely:

- **Course Availability:** All sessions will be filled on a first-come, first-served basis.
- **Registration Options:**
  - **Full Registration – One flat fee covers all courses** (*you must still check each class you plan to attend*).
  - **Partial Registration – Select and pay for courses individually.** Please note: full registration may be the more cost-effective option, even if you're not attending all sessions. 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.
- **Form Completion:**  
Incomplete forms may delay processing. Be sure to provide all required information and type or print clearly.
- **Course Selection Required:**  
Regardless of registration type, you must check off each course you plan to attend. Tickets will only be issued for selected courses.
- **Admittance:**  
A valid name badge or course ticket is required for entry to all sessions.
- **Deadlines:**
  - **Early Bird Registration:** Monday, October 13, 2025
  - **Final Registration Deadline:** Friday, October 31, 2025
  - **On-site registration will not be available.**

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## Refund Policy

- Full refunds (minus a \$25 processing fee) are available for cancellations received in writing by **October 31, 2025**.
- No refunds will be issued after that date.
- Refunds will be processed and mailed after the seminar concludes.

# 2025 WOA PRIMARY CARE SYMPOSIUM

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## DOCTOR REGISTRATION - Kalahari Resort, Wisconsin Dells

**REGISTRATION DEADLINES: Early Bird = October 13<sup>th</sup> ♦ Regular = October 31<sup>st</sup>**

Registrant's Name: \_\_\_\_\_ OE Tracker #: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ License #: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Daytime Phone (\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_

Please check one:

☐

Full Registration

☐

Partial Registration



### FRIDAY, November 7, 2025

Time	Course	
<input type="checkbox"/> 6:00 PM-6:50 PM	"Five Pillars of Diabetic Retinopathy Management" - Francis Bynum, OD	1 hr TD \$30/\$90
<input type="checkbox"/> 7:00 PM-8:40 PM	"Bad Eyes, Scary Things and Dirty Pictures: Common Cases in Rural Optometry: Challenges, Treatment Diagnosis & Reimbursement" - Francis Bynum, OD	2 hrs \$60/\$180



### SATURDAY, November 8, 2025

Time	Course	
<input type="checkbox"/> 8:00 AM-9:40 AM	"ERG: Making Waves in Optometry" AND "Amniotic Membranes: Corneal Cases from Every Day Practice" - Francis Bynum, OD	2 hrs TD \$60/\$180
<input type="checkbox"/> 10:00 AM-11:40 AM	"When to Play and When to Pass" - Francis Bynum, OD	2 hrs \$60/\$180

### PARTIAL REGISTRATION FEES

Per hour charge for CE:

**\$30 per hour for WOA Members**

**\$90 per hour for Non Members**

A. Base Registration Fee = **\$25.00**

B. Total Education selected \$\_\_\_\_\_

C. Late Fee after October 14th **\$25.00**

Total Fee Regular Registration (A+B+C) \$\_\_\_\_\_

### FULL REGISTRATION FEES

**REGISTRATION DEADLINE: October 31st**

**WOA or AOA Member Early Bird = \$175.00**

*(Includes all classes checked above on or before October 13)*

**WOA or AOA Member Regular Fee = \$200.00**

*(Includes all classes checked above October 31 and after)*

**Non Member Early Bird = \$525.00**

*(Includes all classes and meals checked above on or before October 13)*

**Non Member Regular Fee = \$550.00**

*(Includes all classes and meals checked above October 31 or after)*

Check Enclosed: ☐ Yes ☐ No Credit Card Type: MC ☐ VISA ☐ DISC ☐ AMEX ☐

**If paying by credit card, please use the secure online registration system by clicking [here](#).**

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

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