

## Programme and opti forum

Friday, 10.01.2020

10.01.2020  
10:25 - 10:45 h  
Hall C4.702

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Marketing & Sales

[Local SEO for Opticians: How to leave your competitors trailing on Google](#)

In order to increase the visibility of own operations online for the customers, it needs local search engine optimization. The lecture gives practical tips that every optician can apply himself.

Speaker: Christoph Baum (expert in search engine optimisation, ZVA - German Association of Ophthalmic Opticians and Optometrists)

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Young talent and succession

[Succession completely different? - tradition vs. innovation](#)

"How much innovation do I trust myself and how much is allowed?" Beatrice Rodenstock will discuss these and other questions about the decision to succeed with her guests of two generations.

Organizer: Municipal School of Ophthalmology Munich

Speaker: Ann-Isabel Mattern, Anna Knaus, Martin Schicker, Helmut & Georg Scheuerer,  
Moderation: Beatrice Rodenstock

10.01.2020

11:40 - 12:05 h

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Market and customer

[MDR - a big challenge: What else is left to do?](#)

Frames, lenses and contact lenses are medical devices. After a three-year transition period, the complex requirements of the Medical Devices Regulation (MDR) must be met in about four months. This is a challenge that we all have to face, even if to varying degrees for Industry and ECP's. What must be taken into account for a technical documentation according to MDR? What does the abbreviation UDI stand for? What else is left to do?

Speaker: Carsten Leutloff (Regulatory Affairs / Standardization, SPECTARIS German Industry Association for Optics, Photonics, Analytical and Medical Technology)

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Hall C4.702

Market and customer

[To whom do I entrust "my" customer data? - Disruptive developments in the optics industry](#)

Prof. Dr. Anna Nagl's talk deals with disruptive developments. Different studies show that one third of optometrists would like to have their online activities managed by the optics industry. Using the example of starting a brick-and-mortar business and the collection of customer data by online suppliers and industry, she asks the crucial question for the long-term success of optometrists: What's the sustainable business model for the independent optometrist?

Speaker: Prof. Dr. Anna Nagl (M.Sc. Vision Science and Business (Optometry), Dean of Studies Aalen University)

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Young talent and succession

"The captive genie who wants out of the bootle ..."

What is driving the creators of start-ups in the optometry? What visions do they have? What are their hurdles? Who are the supporters? And how did they manage to reach the goal successfully?

Speaker: Kilian Wagner (Viu), Michael Menig (Annu GmbH), Benedict Rodenstock (Astutia Ventures), Hülya Yig-Özgen (Brille auf Rädern), Moderator: Dr. Jürgen Bräunlein (Editor eyebizz)

10.01.2020

14:10 - 14:50 h

Hall C4.702

Market and customer

**ZVA workshop talk: Welcome to the data economy!**

Customer data is the raw material of our time. Unlike oil, however, their value does not increase by scarcity but by increase. Optometrists and industry discuss the economic potential.

Organizer: ZVA - German Association of Ophthalmic Opticians and Optometrists

Speaker: Christoph Hinnenberg (ZEISS Vision Care D/A/CH), Andreas Oehm (Oehm Optik), Martin Himmelsbach (IPRO), Moderator: Petra Seinsche (ZVA Department Head of Business Administration and Health Insurance)

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The science of the eye

**Lecture series - SPECTARIS Contact Lenses Circle: "NOW. LENSES." - Our interactive workshop series for vocational schools: A trial lecture**

Contact lenses are the ideal complement to glasses. They can become an important part of your own business model if the adjustment and follow-up process in your company is a highlight and runs positively. The SPECTARIS Contact Lenses Circle would like to teach vocational school students how to have fun adjusting and addressing contact lenses. In an entertaining interactive workshop. We're having a trial lecture. Interested vocational schools please contact Mr. Frankenstein, frankenstein@spectaris. de.

Organizer: SPECTARIS German Industry Association for Optics, Photonics, Analytical and Medical Technology

Speaker: Anja Clages (MPG&E), Samantha Samuel (CooperVision)

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OPTIC 4.0

Artificial intelligence heralds a new era for optometrists: RetinaLyze® software provides evidence of abnormalities of retinal and optic nerve changes

How does RetinaLyze® work? What else if an eye-screen reports possible abnormalities? Dr. Andreas Frings (Univ.-Eye Clinic Dusseldorf) describes cases which were brought to him due to his role as back-up ophthalmologist at RetinaLyze. He also discusses the importance of artificial intelligence in ophthalmology.

Sponsored by RetinaLyze System (Switzerland) GmbH

Speaker: Dr. Andreas Frings (Ophthalmologist, RetinaLyze System (Switzerland) GmbH)

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Market and customer

New model of eye health care

Telemedically networked, the Eye Care Center Eisenhüttenstadt and the concerted patient care under the direction of an optometrist is a blueprint for the ophthalmological prevention of the future.

Speaker: Peter Haubold-Kretschmer (Optometrist, Eye Care Center Eisenhüttenstadt)

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Marketing & Sales

If you think adventures are dangerous then try it with routine, it's deadly!

Speaker: Martin Groß (Mental and sales coach, Martin Groß Training Beratung Coaching)

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Market and customer

## Performance, Motivation, Balance

With more than 100 victories Marcel Wüst is one of the most successful German cycling pros ever. After he had fulfilled his childhood dream of the life of a professional cyclist, a fall ended his very successful career. In this lecture, he shares his own experiences on the topics of decisions, motivation, goal orientation, top performance and constancy.

Speaker: Marcel Wüst (former cyclist and motivation coach)

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The science of the eye

### Binocular stimulus in the therapy of amblyopia

Eyeglass correction and occlusion therapy are part of the meaningful standard repertoire in amblyopia therapy. There are increasing numbers of experts who apply additional binocular stimuli in therapy. The presentation highlights these new trends and applications.

Speaker: Markus Hofmann (M.Sc. Vision Science (Optometry), sehzentrum zürich ag)

## Saturday, 11.01.2020

11.01.2020

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OPTIC 4.0

### Interactive training using a smartphone video-retinoscope

A conventional smartphone linked to a streak retinoscope is used to document retinoscopy experimental techniques, occurring phenomena and typical examination errors and to use as instructional video clips.

Speaker: Britta Schimpf und Michael Mühlhaupt (students, Aalen University)

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Market and customer

### How is the ophthalmic industry developing?

Every four years, ZVA and GfK compile the structural data of the optometrist business. Based on this, the lecture identifies the relevant trends and outlines a possible picture of the optical shops in the near future.

Speaker: Sigrun Schmitz (Head of Department Business Administration and Health Insurance, ZVA - German Association of Ophthalmic Opticians and Optometrists)

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Marketing & Sales

[Actively promote referral marketing](#)

80% of consumers can be influenced by their direct environment. Referral marketing thus beats every other form of advertising. We clarify how recommendations can be actively boosted.

Speaker: Nicole Ritter (owner Brillen Guru)

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Market and customer

[OneDollarGlasses - Help for 150 million people](#)

Millions of people in the world would need glasses, but cannot afford them. The OneDollarGlasses offer a complete solution for basic optical care in developing countries, which should be financially self-sustaining in the long term.

Speaker: Dieter Jahr (EinDollarBrille e.V.)

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Marketing & Sales

[opti-Trendtalk: Every product is suitable for social media! Bloggers show how to do it. Panel discussion with top influencers followed by the presentation of the BLOGGER SPECTACLE Award](#)

It doesn't always have to be about the design: In a Best Practice discussion, expert bloggers show how glass, contact lenses and refraction can exist alongside a frame in the new media.

Speaker: Jennifer Bitsche (Faceprint), Niklas Götzen (Aumedo), Martin Bolm (Wettbewerbszentrale), Moderator: Moritz Küffner

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Marketing & Sales

**Social Media - Next level marketing for the local optician**

In the optical market in Germany, there is one brand that has more brand recognition than any other. But why? And how can the local optician use the new opportunities of social media marketing to have the same brand recognition locally as the eyewear giant has? Speakers Felix S. Mueller and Michael Lämmermann show us how to build a brand around your ECP business, how to cleverly use advertisements on- and offline and how to get to high brand recognition status in the local area.

Speaker: Michael Lämmermann, Felix S. Mueller (CEO's, eyeDEFINITION GmbH)

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OPTIC 4.0

**ZVA workshop talk: Opportunities and risks of teleoptometry**

Telemedicine offers opticians and optometrists untapped potential, while at the same time requiring further training and legal considerations. The panel of experts sheds light on all aspects.

Organizer: ZVA - German Association of Ophthalmic Opticians and Optometrists

Speaker: Peter Haubold-Kretschmer und Dr. Anne Wildeck (Eye Care Center Eisenhüttenstadt), Christian Müller (ZVA Vice-President), Dr. Amir Movahed Parasta (epitop), Dr. Ludger Wollring (Professional Association of Ophthalmologists Germany), Moderator: Dirk Schäfermeyer (ZVA Head of Training and Education)

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The science of the eye

**Lecture series - SPECTARIS Contact Lenses Circle: Myopia management - Much talked about: An update**

How do we stop a myopia before it has even started? Or how do we slow down their progress? Scientific studies show that higher myopia can be a risk factor for pathological diseases with visual impairment. We show you some important aspects and give you an update on what has been added in the last twelve months.

Organizer: SPECTARIS German Industry Association for Optics, Photonics, Analytical and Medical Technology

Speaker: Sabine Otero (mark'ennovy), Petra Zapsky (CooperVision)

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Marketing & Sales

**Multi-eyeglasses sale - Image sells**

With sound knowledge from colour style and image consulting as well as comprehensible consulting didactics, you can demonstrably sell more glasses - promised!

Speaker: Petra Waldminghaus (Petra Waldminghaus - wirksam auftreten)

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The science of the eye

**Functional optometry - meaning and doing**

Which customers can benefit from optometric visual training when, how and why? The lively impulse presentation and practical examples from everyday life show how valuable this instrument is.

Speaker: Marlies Mahnke und Christiane Schneider (Functional optometrists of BOAF),  
Jürgen Eichinger (President of BOAF),

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Market and customer

**Implementation of the Medical Devices Act in optometric practice**

Speaker: Peter Gumpelmayer (Immediate Past President of ECOO, ECOO European Council of Optometry and Optics)

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Marketing & Sales

### [Empathy can not be digitized](#)

Mutual appreciation means adding value. It is essential for economic growth. Be inspired by empathic communication, because it is the basis for sustainable success and effective work.

Speaker: Sabine Siegmund (Business Kommunikation Siegmund)

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The science of the eye

### [Beauty in the eye of the artist - The role of the physiology of vision and visual impairment in art](#)

Visual perception and visual impairment influence the world's most famous artists. An insight into art from the perspective of physical science and ophthalmology pursues the goal to understand artists and their paintings better in order to worship them even more.

Speaker: Konstantin Kotliar (Prof. Dr.-Ing. Dr. habil., FH Aachen University of Applied Sciences)

## Sunday, 12.01.2020

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Young talent and succession

### [The European Diploma in Optometry and the European Qualification in Optics](#)

The individual exam for the ECOO European Diploma in Optometry expires on 31.12.2019. The presentation introduces the accreditation scheme for training institutions for the ECOO European Diploma in Optometry and the ECOO European Qualification in Optics.

Speaker: Peter Gumpelmayer (Immediate Past President of ECOO, ECOO European Council of Optometry and Optics)

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The science of the eye

## Effects of different light colors on the human eye

Damage to eye structures by optical radiation is well known. By contrast, only a few people know about the healing properties of optical radiation ...

Speaker: Ilya Digel (Prof. Dr. rer. nat., Institute of Bioengineering, FH Aachen University of Applied Sciences )

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Market and customer

### Multifocal contact lenses - challenge and opportunity

Also contact lens wearers are presbyopied with 45 to 50 years. There is a way to specialize in the adaptation of multifocal contact lenses. Because demand will continue to rise.

Speaker: Tanja Leideck (Coach and mediator, Ophthalmo Consulting)

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Marketing & Sales

### Eyeglass cases and optical accessories: how to enhance your Brand and optical shop through a coordinated image.

The use of eyeglass cases and optical accessories as effective marketing tools and the importance of having a strong and coordinated image to catch customers' attention and be remembered.

Sponsored by Giorgio Fedon & Figli Spa

Speaker: Adele Martini (Communication Manager, Giorgio Fedon & Figli Spa)

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Marketing & Sales

### Lecture series - SPECTARIS Contact Lenses Circle: The profitable positioning with contact lenses - How do I get the potential right?

How can the market potential in the contact lens sector be exploited much better? How do I position myself profitably with the contact lens? What is strategically behind it? Keywords are: Specialisation, profiling, quality leadership, expression of professional competence, sustainable customer loyalty. This lecture will give you valuable suggestions.

Organisator: SPECTARIS Deutscher Industrieverband für Optik, Photonik, Analysen- und Medizintechnik

Speaker: Jérôme Kuzio (CooperVision), Mario Rehnert und Vanessa Wahl (Hecht Contactlinsen)

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Market and customer

#### [HOLD ON! The slightly different Pubs Table Talk](#)

The audience and interesting guests discuss together about the near future of the industry, the trade, the economy in general and in particular. Politics and society in change? Digital one-way streets? Desire or loss of creativity? German courage or German fear? Exciting.

Speaker: Moderator: Bodo Meinsen (EYECOM - die Eyewear Community), Albert Duin (Mdl Bayern, Unternehmer)

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OPTIC 4.0

#### [How I structure my visual training](#)

This lecture shows how a visual training can be structured and planned in daily practice. And how the digital world supports.

Speaker: Silvana Dätwiler (Optometrist BSc, sehzentrum zürich ag)

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The science of the eye

#### [Cataract surgery in AMD patients - yes or no?](#)

Patients undergoing cataract surgery often also suffer from age-related alteration of their retina, for example AMD. For the patient, however, usually only the upcoming elimination of lens opacities is the focus. In the lecture amongst other things the effects of a cataract surgery on an already existing AMD will be discussed. Also measuring methods will be explained which the optometrist can use to provide optimal advice to his client.

Speaker: Werner Eisenbarth (Prof. Dr. rer. biol. hum., Munich University of Applied Sciences)

