

13th Annual Focus on Eye Health Summit

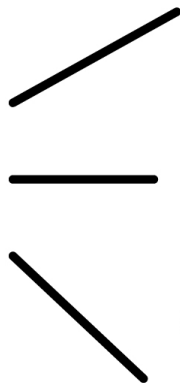
July 10–11, 2024

BEING SEEN AND HEARD



**Prevent
Blindness**

Focus on Eye Health Summit



PreventBlindness.org/eyesummit

PARTICIPANT USER GUIDE

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13th Annual Focus on Eye Health Summit

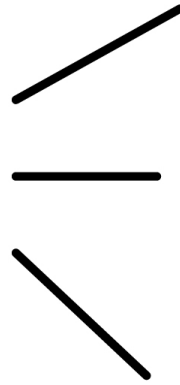
July 10–11, 2024

BEING SEEN AND HEARD



**Prevent
Blindness**

Focus on Eye Health Summit



Jim McGrann
Board Chair
Prevent Blindness

Welcome

The annual Focus on Eye Health Summit attracts a global audience of patient advocates, community-based organizations, vision and eye health organizations, researchers, public health experts, health-care providers, educators, early childhood education professionals, senior- and child-care professionals, government agency staff, corporate partners, health program professionals, legislative staff, and other stakeholders.



Jeff Todd
President & CEO
Prevent Blindness

The Exhibit Hall opens at 11 a.m. ET on Wednesday, July 10.
Session 1 starts at 11:30 a.m. ET

ABOUT THE EVENT

SPONSORS



Platinum

Alliance for Aging Research

PhRMA

Gold

Amgen Rare Disease

Apellis

BIO

Regeneron

Silver

Alexion

American Academy of Ophthalmology

American Society of Retina Specialists

The Association for Research in Vision and Ophthalmology

Astellas

BrightFocus Foundation

The Eyesight Foundation of Alabama

Glaucoma Research Foundation

Johnson & Johnson

Kyowa Kirin

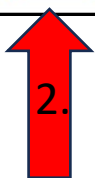
Lions Clubs International Foundation

Mallinckrodt Pharmaceuticals

Patient Access Network (PAN) Foundation

Research to Prevent Blindness

LOGGING IN

A screenshot of a web browser's login window. The window has a blue title bar that says 'Login' with a close button (X) on the right. Below the title bar is an 'Email:' label followed by a text input field containing the placeholder text 'Enter email'. At the bottom of the window are two buttons: 'Cancel' and 'Login'.

After you've registered for the summit at eyesummit.vfairs.com, return on the morning of the event to log in and enter the event lobby. At eyesummit.vfairs.com:

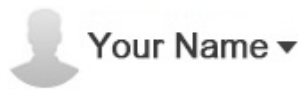
1. Find the **LOGIN** button on the top right of the Navigation Menu. Clicking the **LOGIN** button will open a Login window.
2. Enter the email address you used to register, click the blue **LOGIN** button, and enter the event lobby.

If you're having trouble logging in, get technical assistance by clicking the email link at the top of the page: eyesummit@getvfairs.io.

EVENT LOBBY



The Focus On Eye Health Summit event lobby includes links to the major sections of the virtual summit, including the Auditorium, Exhibit Hall, the Leaderboard, and the Help Desk (Info Desk). Click the image icons in the lobby to access those sections or use the navigation menu at the top of the page (and on every page). Here you can also access your profile settings, activate accessibility tools, and change your privacy settings.



Click to manage profile settings.



Click to manage accessibility settings.



Click to manage privacy settings.

July 10–11, 2024

AUDITORIUM



[Coffee Chat](#) [Session Links](#) [Lobby](#) [Exhibit Hall](#) [On-Demand Library](#) [Video Vault](#) [Documents](#) [Event Bag](#) [Auditorium](#) [Info Desk](#) [Leaderboard](#) [Lounge](#)



Click the Auditorium icon in the Summit Lobby or click the Auditorium link on the top navigation menu from any event page to enter the Auditorium. From here, click the presentation screen to open the list of presentations and speaker chat rooms.

AUDITORIUM



Exhibit Hall: 11:00am-4:30pm Eastern






Explore the exhibit hall and download information available from our event sponsors. Email communications will be available with exhibit staff. Some booths will also have video and text chat options available.

July 10, 2024 11:30 - 12:40 ET

JOIN

SESSION 1: Opening Remarks, Keynote Presentation: The Patient Voice & Reaction Panel

The goal of the keynote is to discuss how the patient voice can be used to empower the patient in their health and eye care journey.

-  **Opening remarks &...**
President & CEO...
-  **Stacey Lee**
JD...
-  **Thomas M. Brunner**
President & CEO...
-  **Nazanin Heydarian**
PhD...
-  **Amy Magro**
Executive Director, Patient Advocacy...

[Click here for the Speaker chat room from 12:40-1:10 pm ET](#)



July 10, 2024 12:55 - 02:40 ET

6d : 16h : 4m : 40s

SESSION 2: Vision Research and the Citizen Scientist

The goal of this session is to discuss through a roundtable format how community-based participatory research can be used to address social determinants of health and vision and eye health disparities.

-  **Moderator: Mabel Crescioni**
DrPH, JD...
-  **Lauren P. Daskivich**
MD, MSHS...
-  **Priscah Mujuru**
DrPH, MPH, RN...
-  **Kristen Nwyanwu**
MD, MBA, MHS...

[Click here for the Speaker chat room from 1:45-1:15 pm ET](#)



Clicking the presentation screen in the Auditorium will open the list of presentations, including presentations titles, moderators and presenters, along with links to speaker chat rooms. Prior to the presentation start time, click the **Join** button to launch the Zoom webinar. A countdown clock shows time until the start of the presentation. Tabs above the presenter list allow you to navigate between day one and day two presentations.

Click the **JOIN** button to enter an upcoming presentation.

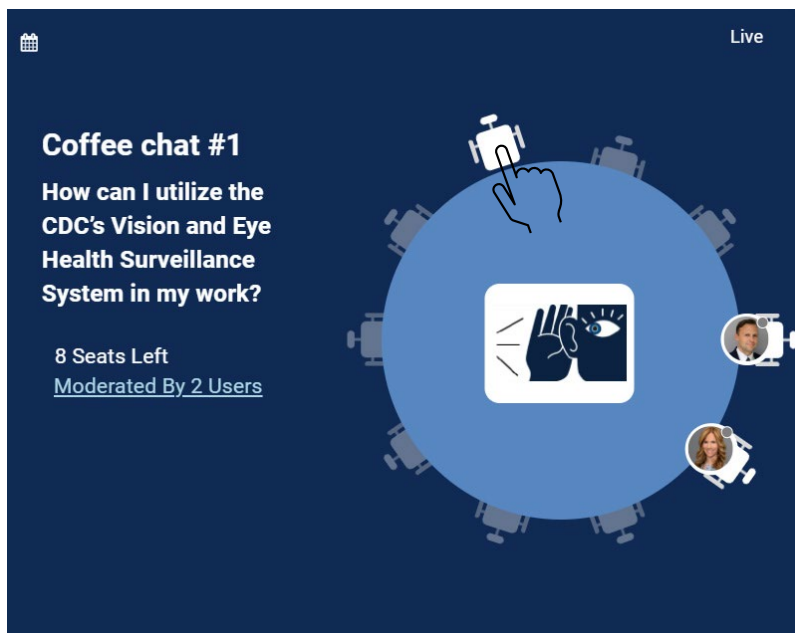
Coffee Chats



On July 11th, join one of six Coffee Chat roundtable discussions from 11:30 a.m. to 12:00 p.m. ET with fellow attendees. Our roundtables are timed and will only be open during the time specified.

Coffee Chat Session Links Lobby Exhibit Hall On-Demand Library Video Vault Documents Event Bag Auditorium Info Desk Leaderboard Lounge

1. Before the start of the event, go to the Coffee Chat room by selecting **Coffee Chat** from the top menu of any event page.

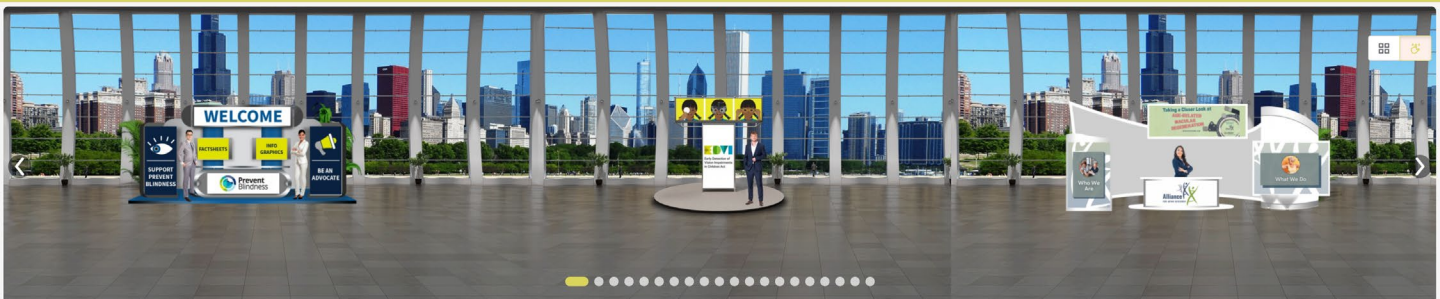


2. Select an available open seat. Each Coffee Chat will have eight open seats available on a first come, first serve basis.

EXHIBIT HALL



Coffee Chat Session Links Lobby Exhibit Hall On-Demand Library Video Vault Documents Event Bag Auditorium Info Desk Leaderboard Lounge



- Exhibitors Index**
- Alexion
 - Alliance for Aging Research
 - American Academy of Ophthalmology
 - American Society of Retina Specialists (ASRS)
 - Amgen Rare Disease
 - Apellis Pharmaceuticals
 - Association for Research in Vision and Ophthalmology (ARVO)

How it Works

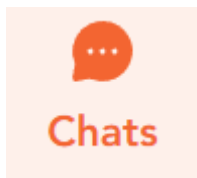
1. Scroll the exhibitor booths above from left to right, or top to bottom in the Exhibitor's Index to the left.
2. Click on the pictures to learn more about each exhibitor.
3. On the left, you can find 'Exhibitors Index' where exhibitors are listed in alphabetical order. You can click on a booth name to go inside it.
4. Banners on each booth are clickable. Videos and documents can be found at the bottom of each booth.



Click Here to Return to the Auditorium

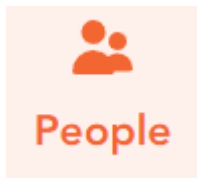
Engage with Prevent Blindness partner organizations and Focus On Eye Health Summit sponsors here. Chat with booth representatives (not all booths may be staffed, and booth representatives may only be present on the first day of the event). Add booth documents or videos to your Event Bag. Leaderboard points are available for interacting with exhibitors and downloading their content.

NETWORKING, MESSAGING, AND CHAT FEATURES



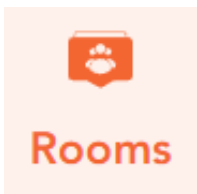
Chats

Click the “Chats” icon in the top right of any Summit page to access messaging and chat tools.



People

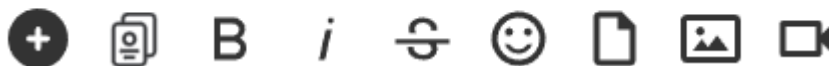
Click the “People” icon in Chats menu to see a list of people attending the event.



Rooms

Click the “Rooms” icon in Chats menu to see a list of available chat rooms.

Type something



To send a message, select a person or room, and type your message into the message box at the bottom of the Chats menu, and press Enter on your keyboard.

NETWORKING, MESSAGING, AND CHAT FEATURES



Click the **Extended View** icon to open a full-page chat in a new browser tab.



Click the **Settings** icon to manage notifications.

Manage Notifications ×

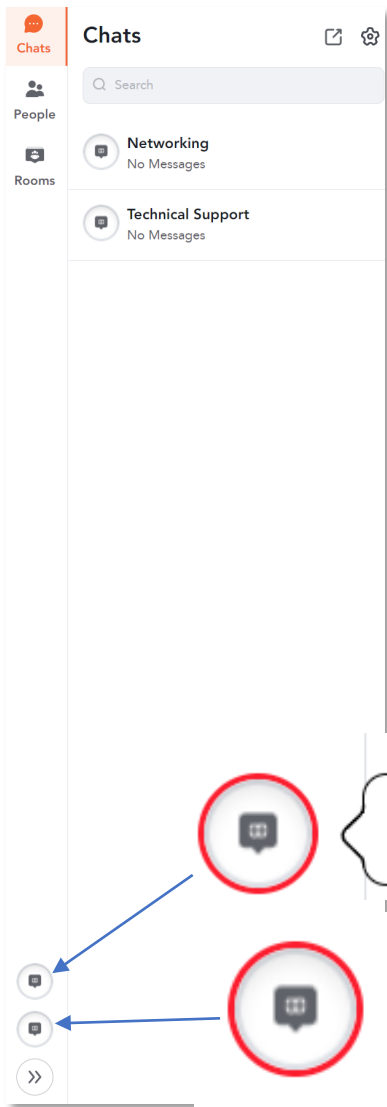
- Enable Notifications for Direct Messages
- Enable Notifications for Chatroom Messages
- Enable Call Notifications

Cancel Update



Click the **Right Arrow** icon at the bottom of the Chats window to minimize the Chats window.

NETWORKING, MESSAGING, AND CHAT FEATURES



In the main Chats window you will see links for the general Networking chat room where you can connect with participating attendees and the Technical Support chat room where you can ask for help from the event support staff.

Networking

Technical Support

Networking and Technical Support chats are also accessible at the bottom of the Chats menu bar.

ON-DEMAND LIBRARY, VIDEO VAULT, DOCUMENTS, AND YOUR EVENT BAG



Videos

Q Search -- All Booths --

<p>Prevent Blindness "Our Vision is Vision"</p>	<p>Taking a Closer Look at Age-Related Macul...</p>	<p>Inherited Retinal Diseases and Children's Vi...</p>	<p>Bridging the Gap Between Vision Screening...</p>
<p>Evidence-Based Vision Screening</p>	<p>Retinopathy of Prematurity</p>	<p>Slow Childhood Nearsightedness in 5 Steps</p>	<p>BrightFocus Foundation: Cure in Mind. Cur...</p>
<p>Make a Plan Today: Get Your Eyes Checked</p>	<p>Transportation assistance: Christine's story</p>	<p>FundFinder: Streamline the search for finan...</p>	<p>About Us: The Illinois Society for the Preven...</p>

From the on-demand library, video vault and documents library, you can access all Prevent Blindness and sponsor/exhibitor videos and documents and add them to your Event Bag.

ON-DEMAND LIBRARY, VIDEO VAULT, DOCUMENTS, AND YOUR EVENT BAG




Event Bag ×

Select All

 Prevent Blindness Strategic Plan 2020-2025   

 Prevent Blindness 2023 Annual Report   

 Prevent Blindness Mental Health Issue Brief   

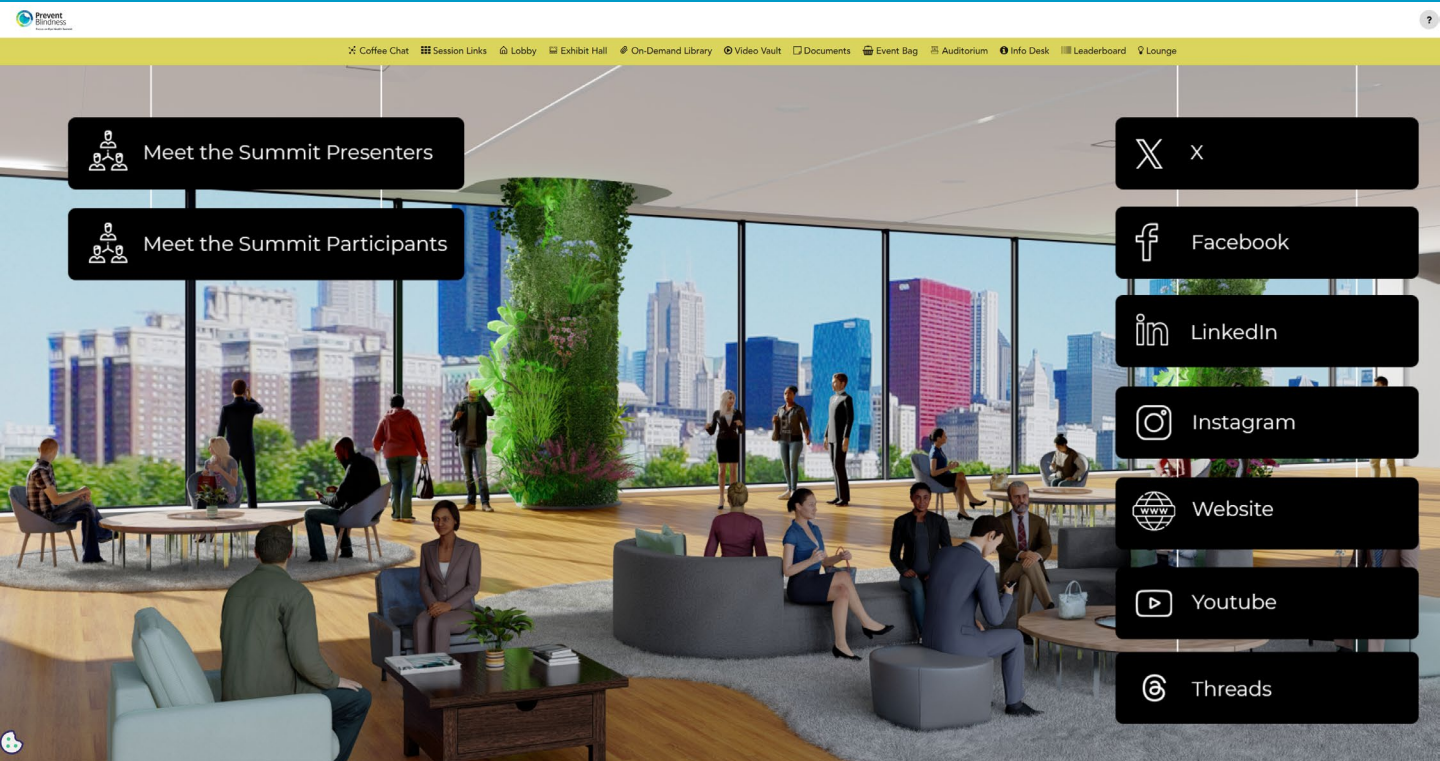
Select files you want to send in email Send Email

Document and videos you add to your Event Bag from the video or document libraries or while visiting a sponsor/exhibitor booth can be accessed from the Event Bag link in the top navigation menu from any event page.

Click the eye icon to the right of each Event Bag item to view it. Click the envelope icon to email the item to yourself or someone else. Select multiple Event Bag items with the check boxes to the left of the item name to email multiple Event Bag items at the same time.

Click the trash icon to delete an item from your Event Bag.

LOUNGE



Accessible by clicking the Lounge link on the event's top navigation menu, the Summit Lounge provides links to summit presenter and moderator bios, a link to open the Summit's chat features, and a list of Prevent Blindness website and social media links.

LEADERBOARD



Point System

- Visit an Exhibit booth: **10**
- Click on a booth content link: **20**
- Ask a question during a webinar: **20**
- Download an exhibitor document: **30**
- Watch an exhibitor video: **40**
- Interact with an exhibitor: **50**
- Watch a webinar: **60**

Prizes for Engagement!

Visit the exhibit hall and auditorium to earn points to win an Amazon gift card (1st prize – \$200, 2nd prize – \$100, 3rd prize – \$50)

10 points: Visit an exhibitor booth

20 points: Click on a booth content link

20 points: Ask a question during a webinar

30 points: Download an exhibitor document

40 points: Watch an exhibitor video

50 points: Interact with an exhibitor

60 points: Watch a webinar

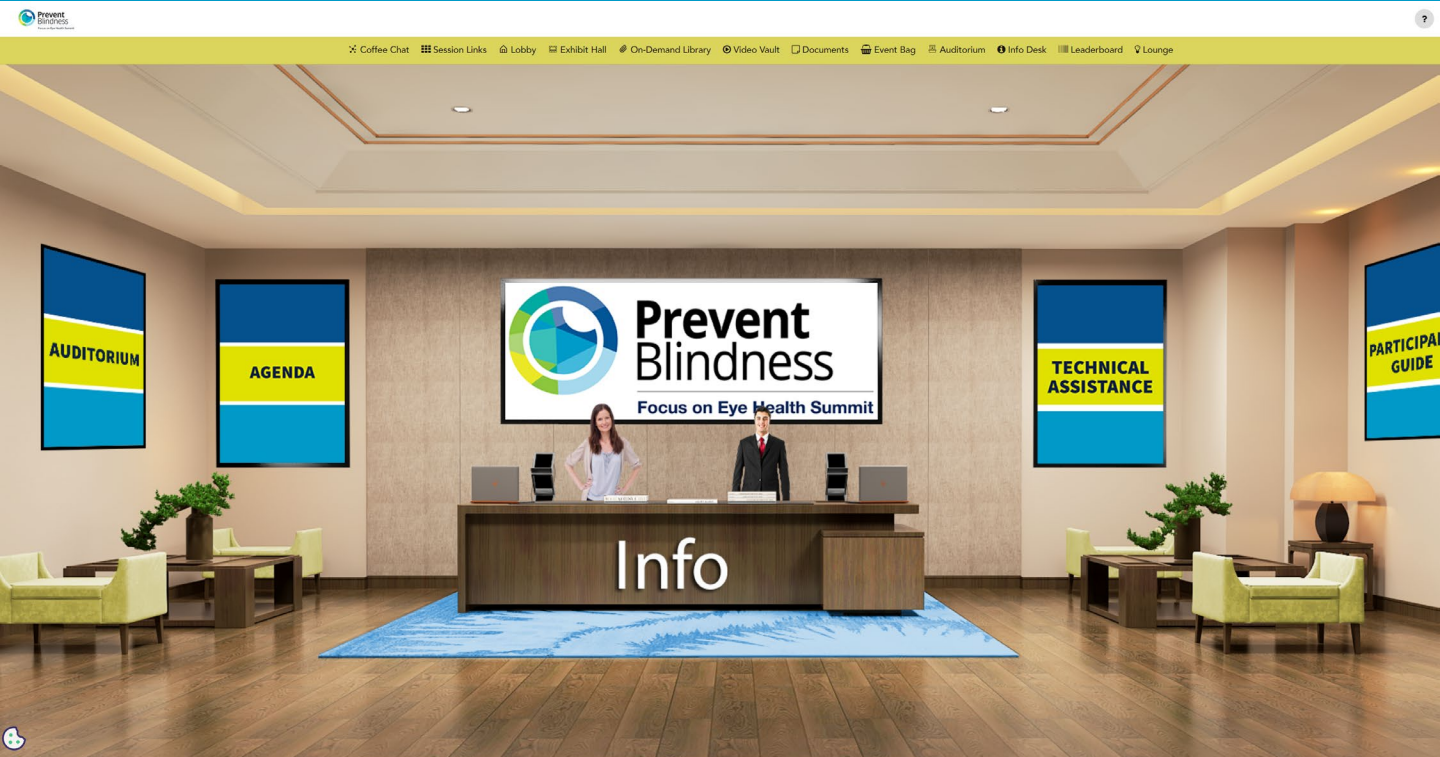
Note: In the event of a tie, we will conduct a random drawing.

Prizes will be emailed to the winners.

Winners from the 2022 and 2023 event are not eligible for a prize.

Access the Leaderboard from the icon in the Summit Lobby or the Leaderboard link in the top navigation menu from any event page. Points are available for joining presentation webinars and interacting with exhibitors and downloading their content.

GETTING HELP



If you're having any technical problems with the Summit, get help at the Info Desk. Click the Info Desk icon in the Summit Lobby or click the Info Desk link in the top navigation menu on any page.

At the Info Desk, you can open a chat window with technical support by clicking the Technical Assistance link on the right side of the page.

Here you can also access this Participant User Guide, the Auditorium, and the Summit Agenda.

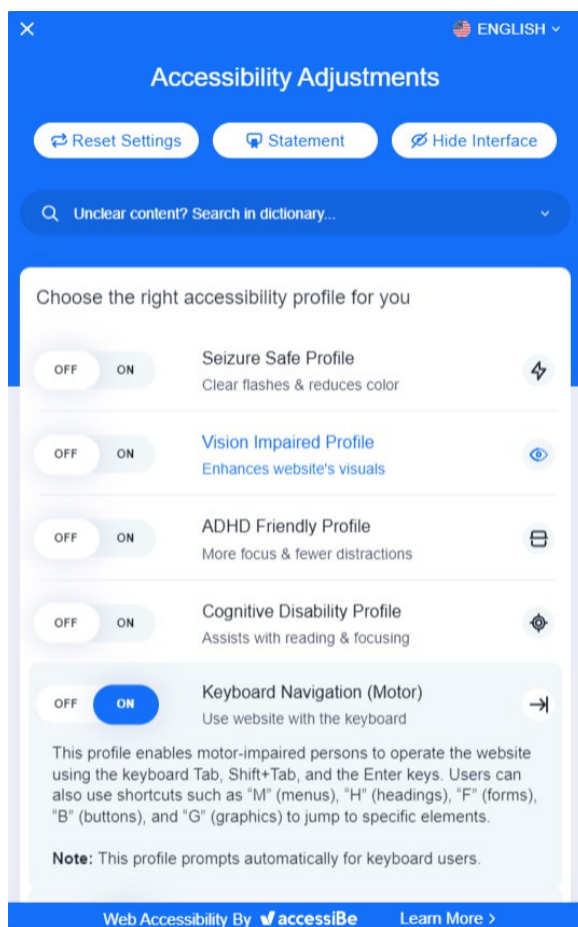
ACCESSIBILITY



Prevent Blindness strives to ensure that the Focus on Eye Health Summit is accessible to people with disabilities.

The accessible™ Website Accessibility Widget is powered by a dedicated accessibility server. The software allows the Summit to improve its compliance with the Web Content Accessibility Guidelines (WCAG 2.1).

Click the blue Accessibility icon to open the Accessibility Adjustments window. Here you can choose an accessibility profile or customize your own from individual settings.



Despite our efforts to make all Summit pages, presentations and content fully accessible, some content may not have yet been fully adapted to the strictest accessibility standards. This may be a result of not having found or identified the most appropriate technological solution. We appreciate your feedback, so please contact us with any comments or concerns at eyesummit@preventblindness.org.

July 10-11, 2024

WE VALUE YOUR FEEDBACK



Your input is critical for making the next Focus On Eye Health Summit even better. After the event, you will receive an email with a link to our online evaluation survey. Please take a moment to complete the form so that we can continue to improve the experience for all attendees, presenters, and sponsors.

You can also access the evaluation survey at the link below:

[Take the Survey](#)

13th Annual Focus on Eye Health Summit

July 10–11, 2024

BEING SEEN AND HEARD



This year's theme – “Being Seen and Heard” – emphasizes the importance of a person-centered approach to vision health interventions, research, communications, and care. Being seen and heard by providers, policy makers, researchers, public health experts and other stakeholders allows an individual's complex health issues to be addressed while taking into consideration their preferences, cultural background, and social context. And ultimately, it leads to the most ideal outcomes for all involved in the interaction.

AGENDA

DAY 1: July 10, 2024

Exhibit Hall: 11:00am-4:30pm Eastern

Explore the exhibit hall and download information available from our event sponsors. Email communications will be available with exhibit staff. Some booths will also have video and text chat options available.

11:30am-12:40pm Eastern

SESSION 1: Opening Remarks, Keynote Presentation: The Patient Voice, and Reaction Panel

Session link 1: <https://vfairs.zoom.us/j/92884764288>

The goal of the keynote is to discuss how the patient voice can be used to empower the patient in their health and eye care journey.

- Opening remarks & Moderator: Jeff Todd, President & CEO, Prevent Blindness
- Stacey Lee, JD; Professor of Law and Ethics at the Johns Hopkins University Carey Business School (with a joint appointment at the Bloomberg School of Public Health)

- **Followed by a reaction panel:**

- Thomas M. Brunner, President & CEO, Glaucoma Research Foundation
- Nazanin M. Heydarian, PhD, Assistant Professor, University of Texas Rio Grande Valley School of Social Work
- Stacey Lee, JD; Professor of Law and Ethics at the Johns Hopkins University Carey Business School (with a joint appointment at the Bloomberg School of Public Health)
- Amy Magro, Executive Director, Patient Advocacy, Amgen Rare Disease

POST-SESSION CHAT ROOM: Session 1 - 12:40-1:10pm Eastern <https://vfairs.zoom.us/j/91829644496>

12:55-1:45pm Eastern

SESSION 2: Vision Research and the Citizen Scientist

Session 2 link: <https://vfairs.zoom.us/j/99735046835>

The goal of this session is to discuss through a roundtable format how community-based participatory research can be used to address social determinants of health and vision and eye health disparities.

- Moderator: Mabel Crescioni, DrPH, JD, Senior Engagement Officer, Patient-Centered Outcomes Research Institute
- Lauren P. Daskivich, MD, MSHS, Director, Ophthalmic Services and Eye Health Programs, Los Angeles County Department of Health Services
- Kristen Harris Nwanyanwu, MD, MBA, MHS, Associate Professor of Ophthalmology and Visual Science, Yale University
- Priscah Mujuru, DrPH, MPH, RN, Health Scientist Administrator, Division of Community Health and Population Science, National Institute on Minority Health and Health Disparities

POST-SESSION CHAT ROOM: Session 2 - 1:45-2:15pm Eastern <https://vfairs.zoom.us/j/92161931863>

2:00 -2:35pm Eastern

SESSION 3: 2024 Jenny Pomeroy Award for Excellence in Vision and Public Health – Mission for Vision: A Quarter Century of Person-Centered Eye Care

Session 3 link: <https://vfairs.zoom.us/j/94908287843>

The Jenny Pomeroy Award for Excellence in Vision and Public Health is presented annually to an individual, group or organization that has made significant contributions to the advancement of public health related to vision and eye health at the community, state, national and/or international level.

- Moderator: Sandra S. Block, OD, MEd, MPH, President, World Council of Optometry, Professor Emeritus, Illinois College of Optometry
- Elizabeth Kurian, Chief Executive Officer, Mission for Vision

POST-SESSION CHAT ROOM: Session 3 - 2:35-3:05pm Eastern <https://vfairs.zoom.us/j/92361420391>

2:50-3:40pm Eastern

SESSION 4: Seeing and Hearing Children’s Vision Needs

Session 4 link: <https://vfairs.zoom.us/j/95228211188>

The goal of this session is to discuss through a roundtable format the need for and importance of policy around children’s vision and eye health services.

- Moderator: Phil Goglas II, MPAP, Managing Partner, Health and Medicine Council
- Sara D. Brown, MPA, Director of Government Affairs, Prevent Blindness
- Shany A. Toulouse, DNP, MEd, BSN, RN, NCSN, Northeast Regional School Nurse Consultant, Haverhill Public Schools
- Karen Woodhouse, Director, Eyes on Learning

POST-SESSION CHAT ROOM: Session 4 - 3:40-4:10pm Eastern <https://vfairs.zoom.us/j/92351431856>

3:55-4:20pm Eastern

SESSION 5: 2024 Rising Visionary Award: Progress in Children's Vision Health and the Journey Ahead & Closing Remarks

Session 5 link: <https://vfairs.zoom.us/j/97794455435>

The Prevent Blindness Rising Visionary Award is presented annually to a student or resident in a health-related field who submits the best overall application and essay addressing the 2024 Focus on Eye Health Summit theme: *Being Seen and Heard*

- Moderator: Sandra S. Block, OD, MEd, MPH, President, World Council of Optometry, Professor Emeritus, Illinois College of Optometry
- Erica Shelton, OD, MS, The Ohio State University
- Closing remarks: Jeff Todd, President & CEO, Prevent Blindness

DAY 2: July 11, 2024

Exhibit hall: 11:30am-3:30pm:

Explore the exhibit hall and download information available from our event sponsors. Only email communication with exhibit booths will be available this day.

11:30am-12pm Eastern

Coffee Chats: Join the table with fellow attendees for an informal discussion around the following topics.

- **Topic 1: How can I utilize the CDC's Vision and Eye Health Surveillance System in my work?**
 - Moderator: John Wittenborn, NORC at the University of Chicago
- **Topic 2: How can we provide vision and eye health services at FQHCs?**
 - Moderator: Susan A. Primo, OD, MPH, FAAO, Director, Optometry and Vision Rehabilitation Services, Program Coordinator, Optometric Residency, Emory Eye Center, Professor of Ophthalmology, Emory University School of Medicine
- **Topic 3: How to make clinical trials person-centered and diverse?**
 - Moderator: Patricia Grant, PhD, Senior Vice President of Research, The Chicago Lighthouse
- **Topic 4: How can I use storytelling in advocacy?**
 - Moderator: Christopher Hord, the manhattan project
- **Topic 5: How can I improve the accessibility of my work?**
 - Moderator: Tanner Gers, Managing Director, AccessAbility Officer
- **Topic 6: How are we reaching those with glaucoma?**
 - Moderator: Karen Allison MD, FACS, MBA, Associate Professor of Clinical Ophthalmology, Glaucoma Specialist, Glaucoma Service Chief, Flaum Eye Institute, University of Rochester

12:15-1:00pm Eastern

Session 1 link: <https://vfairs.zoom.us/j/93523729198>

SESSION 1: Opening Remarks & Keynote Fireside Chat: The Human Side of AI in Healthcare

The goal of this keynote fireside chat is to discuss the importance of person-centered care in AI in the future of healthcare.

- Opening remarks & Moderator: Jeff Todd, President & CEO, Prevent Blindness

- Randall L. Rutta, Chief Executive Officer, National Health Council
- Brian Anderson, MD, Chief Executive Officer, Coalition for Health AI (CHAI)

POST-SESSION CHAT ROOM: Session 1 – 1:00-1:30pm Eastern <https://vfairs.zoom.us/j/99079077418>

1:15-2:45pm Eastern

SESSION 2: The Many Eyes in Artificial Intelligence

Session 2 link: <https://vfairs.zoom.us/j/94779412881>

This session will discuss through a roundtable format opportunities and considerations of AI in eyecare while taking into consideration the patient experience.

- Moderator: Sally L. Baxter, MD, MSc, Chief for Ophthalmology Informatics and Data Science, University of California San Diego
- Michael Abramoff, MD, PhD, Founder and Executive Chairman, Digital Diagnostics, Watzke Professor of Ophthalmology, University of Iowa
- Cecilia S. Lee, MD, MS, Professor of Ophthalmology and the Klorfine Family Endowed Chair, Department of Ophthalmology, University of Washington
- Louis R. Pasquale, MD, FARVO, Site Chair, Department of Ophthalmology, Mount Sinai Hospital, Shelley and Steven Einhorn Professor of Ophthalmology, Director, Eye and Vision Research Institute of New York Eye & Ear at Mount Sinai
- Benjamin Xu, MD, PhD, Associate Professor of Clinical Ophthalmology, Chief of the Glaucoma Service, Director of the Data Science and AI Core, USC Roski Eye Institute

POST-SESSION CHAT ROOM: Session 2 – 2:45-3:15pm Eastern <https://vfairs.zoom.us/j/94318003013>

3:00-3:30pm Eastern

SESSION 3: Visible Voices: Vignettes of Being Seen and Heard & Closing Remarks

Session 3 link: <https://vfairs.zoom.us/j/99144460342>

This panel session will share stories of experiences and reflections towards being seen and heard.

- Moderator: Julie Grutzmacher, MSW, MPH, Director of Patient Advocacy & Population Health Initiatives, Prevent Blindness
- Larry Johnson, Prevent Blindness ASPECT Patient Engagement Program Graduate
- Bill Porter, Prevent Blindness ASPECT Patient Engagement Program Graduate
- Jeanetta Price, Prevent Blindness ASPECT Patient Engagement Program Graduate
- Closing remarks: Jeff Todd, President & CEO, Prevent Blindness