



**OAI MURDER  
MYSTERY  
CONFERENCE**

**MARCH  
25, 2023**

**BERGMAN ACADEMY,  
100 45TH STREET  
DES MOINES, IA 50312**

**SAMANTHA  
TOTTH  
&  
JACKIE  
O'KEEFE**

**REGISTRATION: 7:15-7:45**

**WELCOME MESSAGE 7:50-8:00**

**CLASS 1 (Samantha) 8:00-8:50**

Title Coming Soon

Course description coming soon

**CLASS 2 (Samantha) 8:55-9:45**

More Screen Time. More Protection. Less Reflection:

Increased screen time means patients are affected by irritating blue-purple reflections of blue light blocking lenses when they see themselves on the screen during virtual meetings. Patients seek a clear lens alternative that offers a balance of protection, clarity and aesthetics to mitigate the potential challenges of digital light sources. This course discusses two sub-bands of blue light, its negative and positive impacts on our eyes & training on two types of blue blocking products available. It clarifies how each product works and how to properly educate patients on UV and blue light protection at important points of the patient journey.

**CLASS 3 (Samantha) 9:50-10:40**

Social Media 201: Advanced Tips for Growing Your Audience

Go beyond the basics and master advanced strategies designed to grow your social media following. Learn how to run contests, use hashtags, create engaging visuals, capture HIPAA compliant patient testimonials, and more. Training also includes instruction on the social media strategy, planning, and execution necessary to increase engagement, attract new patients, improve existing patient retention, and help patients make better purchasing decisions.

**ZEISS REP TO SPEAK - 10:50-11:00**

**VENDOR PARTNER EXPERIENCE / LUNCH / MURDER MYSTERY 11:00 - 1:00**

**CLASS 4 (Jackie) 1:00-1:50**

AR Treatments: The Journey

Just when you begin to think that AR treatments have fully evolved, another technological development is born. And with a plethora of new lens materials emerging, scientists have had their work cut out for them. Where did it all begin and where are we today? This course offers a great opportunity for eyecare professionals to catch up with today's technological advancements in AR treatments and present them to the patient in a language he/she can understand. Especially when the patient has objections due to yesteryear's technology.

**CLASS 5 (Jackie) 2:00-2:50**

Ophthalmic Lens Properties: Who Knew?

Ophthalmic lenses possess unique properties like specific gravity, tensile strength, safety, ABBE Value, thickness, pitch and motion just to name a few. And each ophthalmic lens material has its own attributes too like low price points, great drilling material, thinness, amazing clarity and optics, lightweight and cosmetic appeal. This course drills deeply and explores the unique properties of plus, minus, cylinder, prism and a plethora of material choices offered today. Come and join us as we explore the DNA of ophthalmic lenses.

**WRAP UP AND SILENT AUCTION - 3:00-3:45**





## SAMANTHA TOTH, ABOC

Samantha is a professional speaker and President of Innereactive, located in Grand Rapids, Michigan. She grew up in an optical practice with multiple family members in the industry. An ABO certified optician herself, Samantha worked as a dispensing optician for eight years, as well as managed an independent optometric practice. During this time, she realized there were very few people, or marketing companies, that understood the unique marketing needs of the optical industry.

With a strong passion for marketing and design, Samantha pursued and completed her bachelor's degree at Michigan State University. In 2003, she started Innereactive, a full service marketing company that specializes in the optical industry. Her experience as a certified optician, along with her formal marketing education has given her a unique perspective on company culture, marketing, design, social media, and website solutions for the optical industry.

In addition to consulting, Samantha lectures internationally, teaching business owners and eye care professionals proven marketing and company culture strategies that lead to more remarkable patient and customer experiences. She is an approved speaker for ABO, NCLE, AOA, JCAHPO, COPE, COO, & NACOR.

Her niche expertise led her to be named one of the "Most Influential Women in Optical," by Vision Monday and her company was awarded Michigan's "50 Companies to Watch" award for remarkable company growth, and the "Good for Grand Rapids" and "Good for Employees" award and honorable mention for outstanding company culture. She and her team work with laboratories, frame and lens manufacturers, and eye care practices all across the country.



## JACKIE O'KEEFE, LDO

Jackie O'Keefe, ABOC is licensed in Virginia and has been in the Optical industry since 1981. She is a second-generation Optician along with her two sisters, Candace O'Keefe Culp and Laure O'Keefe Pierce. She was active in the International Association of Lions Clubs, a volunteer for Main's Prevention of Blindness Programs, Inc. and the Suicide Prevention Awareness; Resource Council. Jackie is Past President of the Opticians Association of Virginia and a founding member and Past President of the Opticians Association of Maine. She resides and consults in the Virginia Beach, VA area.