

## SUPPORT STAFF PROGRAM



**KEYNOTE SPEAKER**  
Darren Percival

When Darren Percival boldly resonated out of televisions in the lounge rooms of millions of Australians on the first series of The Voice in 2012, his unforgettable and uplifting performances went straight to their hearts and thirty years of dedication to his craft was recognized.

Darren is more than just a singer. He is one of Australia's most accomplished vocalists, a Gold record selling recording artist, a gifted musician, dedicated songwriter, the wizard of vocal looping, an avid painter and renowned vocal coach.

He established The Singing Space in 1997 to offer individuals, gatherings and companies the tools to unlock the barriers that stop them from vocalising freely.

His company Harmonious Collaborations facilitates offsite retreats for corporations to maximize business outcomes, transform the wellness of their teams and strengthen productivity by giving confidence to the top talent.

Darren plans to share his gift of inspiring people to be brave and speak from their heart as they sing out loud. The science is in, the word is out - singing is good for our health.



**KEYNOTE SPEAKER**  
Shih Shih Ta

Shih Shih's career at Vision Eye Institute (VEI) and Vision Hospital Group (VHG) has encompassed a range of clinical and leadership positions. As an orthoptist, Shih Shih worked alongside cataract and refractive surgeons to deliver excellent diagnostic, surgical and other patient-centred outcomes. Assuming leadership roles from Refractive Manager to State Clinical Relationship Manager and National Transformation Manager, Shih Shih has developed and led initiatives benefiting patients throughout their journey across the entire organisation. In a recent expansion of responsibilities, Shih Shih has incorporated National Projects into her portfolio where she continues to collaborate with the executive leadership to prioritise and execute key projects across both consultation, refractive and day surgery areas.

Driven by a passion for enhancing the patient experience, with insight from over 20 years of key clinical and managerial experience, Shih Shih has successfully undertaken multiple projects that have had a tangible and positive impact on the overall patient journey. We invite you to join us in the session, 'The Changing Patient Experience,' where Shih Shih will delve into the evolving landscape of healthcare experiences and expectations. Gain insights into recent transformations that have occurred in our patients' needs and discover initiatives implemented to align with, and exceed those expectations.

ONCE AGAIN, WE'VE WORKED  
TIRELESSLY TO PUT TOGETHER A  
LINEUP OF SPEAKERS WHO WILL  
INSPIRE, INFORM AND ENTERTAIN YOU.

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**KEYNOTE SPEAKER**  
Dr Paul Athanasiov

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Dr Paul Athanasiov is an experienced ophthalmologist and the Founder and Principal Ophthalmologist at Eye Surgeons SA. His areas of expertise include advanced laser cataract surgery, corneal grafting and surgery, pterygium excision and glaucoma surgery. Dr Athanasiov also diagnoses and treats macular degeneration, diabetic eye disease and keratoconus. In addition, he has been published widely in the areas of cataract, oculoplastic surgery and ocular anaesthesia.



**KEYNOTE SPEAKER**  
Bernie Ursell

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With over 30 years' experience in healthcare communications and medical education, as well as medical journalist accreditation and a qualified nurse and midwife, Bernie has a deep understanding of the communication needs of stakeholders in the medical community.

She spent the last 20 years specializing in ophthalmology and optometry communications and education, divided equally between in-house and agency settings. Most recently, Bernie held the position of Head of Professional Education-Cataract and Refractive (Global), and prior to that Head of Communications, for Allergan's Retina, Glaucoma and Dry Eye businesses worldwide (except the US).

Bernie is passionate about creating and sharing content that is underpinned by science, creates value for healthcare practitioners and their patients, supports the business, and is delivered via innovative channels.

### *Support Staff Program Sponsors*



Seeing beyond

## SUPPORT STAFF PROGRAM



**KEYNOTE SPEAKER**  
Professor Karin Verspoor

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Professor Karin Verspoor is Executive Dean of the School of Computing Technologies at RMIT University in Melbourne, Australia, a Fellow of the Australasian Institute of Digital Health, and a 2021 “Brilliant Woman in Digital Health”. She was also selected as a finalist in the Women in AI Australia/New Zealand Awards 2022 for “AI in Innovation”. Karin is passionate about using data and AI to improve health outcomes for people. Her work has a specific emphasis on the use of natural language processing to transform unstructured data in biomedicine, ranging from scientific literature to clinical texts, into actionable information.



**KEYNOTE SPEAKER**  
Amanda Cardwell-Carones

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Amanda is a patient experience fanatic. An adventure seeker and relentless champion for doctors and practices who dare to differentiate, she is a European-based patient experience and practice growth consultant with 18 years of working in patient-pay ophthalmology. She is also the strategic advisor to CARONES Vision, a premier boutique private practice located in Milan, Italy, primarily focused on lens-replacement, phakic IOL, and laser refractive procedures.

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**THU  
25**

## SUPPORT STAFF PROGRAM



MODERATOR  
Aurora MacKrill

8.30am -  
12.00 noon

*Convention Centre*  
**Join in with Doctors' Program**

12 noon -  
1.30pm

### LUNCH

1.30-3.00pm

*Beach Shack*  
**Management & Clinical Staff: Moderator - Aurora MacKrill**  
**RöAR | Unleash Your Voice**  
*Presenter: Darren Percival*

When you feel relaxed and confident in yourself, anything is possible. Barriers fall and doors open, and everything becomes a little bit easier. But you've got to be in the right place, both physically and emotionally for that to happen. Join Darren to Unleash Your Voice!

3.00-3.30pm

### AFTERNOON TEA

3.30-5.00pm

*Convention Centre*  
**Join in with Doctors' Program**

**FRI  
26**

# SUPPORT STAFF PROGRAM



MODERATOR  
Aurora MacKrill

8.30-9.00am

## Management & Clinical Staff: Moderator - Aurora MacKrill

*Beach Shack*

### Welcome to Day Two

9.00-9.30am

*Beach Shack*

## Support Staff Program Sponsor: ZEISS

### Topic to be confirmed

*Presenter to be confirmed*

9.30-10.30am

*Beach Shack*

## The Changing Patient Experience

*Presenter: Shih Shih Ta - National Transformation Manager, Vision Eye Institute, NSW.*

Driven by a passion for enhancing the patient experience, with insight from over 20 years of key clinical and managerial experience, Shih Shih has successfully undertaken multiple projects that have had a tangible and positive impact on the overall patient journey. We invite you to join us in the session, 'The Changing Patient Experience,' where Shih Shih will delve into the evolving landscape of healthcare experiences and expectations. Gain insights into recent transformations that have occurred in our patients' needs and discover initiatives implemented to align with, and exceed those expectations.

10.30-11.00am

## MORNING TEA

10.30-11.00am

*Beach Shack*

## Management Stream

*Moderator: Aurora MacKrill*

### Finding the Ophthalmic Treasure

*Presenter: Dr Paul Athanasiou*

Dr. Athanasiov will present the ultimate ophthalmic treasure hunt - something we all wish to have more of.

A journey through an ophthalmic surgery workflow, where our explorer encounters all the most common time-wasting obstacles and finds a way to solve them with a modern technological approach. Pay attention, guess our riddles correctly and you could be in for a chance of winning a free subscription!

11.30am -  
12.30pm

## Advertising - rules - are you obeying them?

*Presenter to be confirmed*

...will discuss the APHRA guidelines for advertising in the healthcare industry. Is this a wakeup call!

12.30-2.00pm

## LUNCH

*Endeavour Room*

## Clinical Stream

*Moderator: Jane Farley*

## Abstracts from Technical Staff - Corneal & Refractive Surgery/Conditions

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**FRI  
26**

## SUPPORT STAFF PROGRAM



MODERATOR  
Aurora MacKrill

2.00-3.30pm

*Beach Shack*

### **Management Stream**

*Moderator: Aurora MacKrill*

#### **The Power of Communications: The Good, The Bad and The Ugly**

*Presenter: Bernie Ursell - Medevis Consulting*

Communication is a powerful tool that impacts every aspect of practice; from patient interaction, to marketing - traditional and social, internal communication and crisis management. This session will cover tips and tricks to improve your communication skills among your stakeholders and enhance practice development.

*Endeavour Room*

### **Clinical Stream**

*Moderator: Jane Farley*

#### **Abstracts from Technical Staff - IOLs and Cataract Surgery**

3.30-4.00pm

### **AFTERNOON TEA**

#### **Management & Clinical Staff: Moderator - Aurora MacKrill**

4.00-4.30pm

*Beach Shack*

#### **Johnson and Johnson Presentation**

*Presenter to be confirmed*

4.30-5.30pm

*Beach Shack*

#### **AI for the Eye and beyond: Opportunities and Challenges for Artificial Intelligence in Clinical Practice**

*Presenter: Karin Verspoor - Executive Dean, School of Computing Technologies, RMIT University*

The year 2023 might be called "The Year of AI", when it seemed that the whole world was turned on to the potential value of AI to transform everything from our ability to write sweet love poems to performing surgery. There was hype – about the magical capabilities and emergent behaviours of generative LLMs – and there was fear – about AI taking over our jobs or doing harm. There is of course some element of truth to both views. AI can do things that are challenging for humans, such as find complex patterns buried in large data sets, but it does so with blinders that narrow its view to that data, with limited context or nuance.

In health care settings, it is clear that there are tremendous opportunities for AI to drive more efficient and targeted care, and improved use of data to support decision making. However, it is equally clear that there are barriers to realisation of these opportunities, and risks associated with adoption of AI technologies. In this talk, I will introduce the core concepts of AI, provide examples of how AI can be used in clinical settings – including in optometry and ophthalmology –and explore both sides of this debate.

**SAT  
27**

## SUPPORT STAFF PROGRAM



MODERATOR  
Aurora MacKrill

8.30-10.00am

*Convention Centre*  
**Join in with Doctors' Program**

10.00-10.30am

**MORNING TEA**

**Management & Clinical Staff: Moderator - Aurora MacKrill**

10.30-11.45am

*Beach Shack*  
**Wearing your patients' shoes**  
*Presenter: Amanda Cardwell/Carones - co-founder of OPTHALPRENEURS™*

- Amanda is a passionate advocate for creating exceptional patient experiences and a continuously learning leader who thrives in a fast-paced environment..
- Consider the encounter with your practice from the patient's perspective
- Are you looking to stand out from your competition and elevate your practice?
- Discover how seemingly small details can significantly elevate your patient experience!

11.45am -  
12 noon

*Beach Shack*  
**Wrap up and Pearls to Take Home**  
*Presenter: Aurora MacKrill*

12.00 noon -  
1.15pm

**MORNING TEA**

1.30-4.30pm

*Beach Shack*  
**Join in with Doctors' Program**

6.00pm >

*Convention Centre*  
**GALA DINNER**