



LUMENIS is pleased to welcome you to the
OPTILIGHT Workshop, Monday 28th October 2024

at

The Mandeville Hotel
Mandeville Pl, London W1U 2BE

AGENDA

Meeting Room: The Voyager – Lower Ground Floor

TIME:

18:00 – 18:30	Registration and welcome drink
18:30 - 18:45	Welcome message and introduction
18:45 - 19:15	Dry Eye: Addressing your patient's crucial unmet needs – Dr. Trusit Dave
19:15 - 19:30	Q&A
19:30 - 19:45	Boost! How to drive traffic to your Clinic - Richard Gibbons
19:45 – 20:15	Moving from a product to service-led Optometry practice – Dr. Trusit Dave
20:15 - 20:45	OptiLIGHT Hands-on training
20:45 - 22:00	Buffet dinner at Reform Restaurant (ground floor)

Speaker bios



Dr Trusit Dave
Optometrist,
Researcher and
Inventor
Optimed Ltd

Trusit is an Optometrist, Researcher and Inventor. He has a PhD which involved research into corneal topography, aberrometry and the development of topography-based algorithms. He is the owner of an Optometry practice in Coventry, specialising in Dry eye, Myopia and Keratoconus. He is also a fellow of the American Academy of Optometry. Trusit has published papers in numerous journals and is co-author of Orthokeratology: Principals & Practice. Trusit has lectured all over the World and is a consultant to the medical device industry, a medico legal expert and co-inventor of a technology owned by Topcon. Trusit is the Founder and Chairman of Optimed - the developer of CAPTIV8 Connect, a patient engagement, e-referral and digital healthcare solution for ophthalmologists and optometrists.

Gibbons works exclusively with clinics to help them attract their DREAM clients without resorting to discounts, fake scarcity or unethical practices! The way he happens to achieve this is through his “Clinic Marketing Blueprint”. This is his bespoke system that will bring you new dry eye patients on auto-pilot! Your business can’t grow if you don’t have people to talk to and those devices you’ve got sitting around won’t sell themselves! His team qualify, attract, and generate bookings for your clinic to ensure you never have to worry about where your next client will come from (that’s their job!). After working with over 100 clinics, Richard and his team have mastered the art of client generation using social media.



Richard Gibbons
Founder of Boost
My Customers