

SECO International Expands Online Education Offering

SECO ADDS MORE INTERNET COURSES, PODCASTS, ePOSTERS AND DIGITAL GRAND ROUNDS

ATLANTA (August 28, 2009) – SECO International has expanded its 2009/2010 online education offering to include more Internet courses, podcasts, ePosters and Digital Grand Rounds. Either prior to or following SECO 2010 -- which will take place February 10-14, 2010 -- optometrists, opticians, ophthalmic technicians, para-optometric professionals and other eye care professionals can take advantage of SECO's expanded online education. SECO's complete Internet educational offering can be found at www.secointernational.com/education.

"SECO International is dedicated to enhancing the knowledge of optometrists and allied ophthalmic professionals, which is why we believe that offering online education is an important supplement to our annual meeting. It is our goal to further confirm our reputation as the Education Destination and provide every possible educational opportunity – whether it's in a traditional environment or a virtual one," said Dr. Jonathan Shrewsbury, President of SECO International. "It's another opportunity for busy practitioners to train their staff, expand their skills, and get additional educational credit."

INTERNET EDUCATIONAL COURSES

SECO offers a variety of online continuing education courses, many of which are COPE-approved. For ODs, SECO features 55 courses provided by world renowned experts in the field of optometry. For AOPs, SECO offers 18 courses, ranging from Phone Triage to Current Contact Lens Care Systems. SECO's online courses are viewable through an Internet web browser, contain a slide presentation, and are recorded live with the speaker's voice. Provided in a streaming format, these presentations are like a live lecture. At the conclusion of the COPE-approved courses, users may participate in a multiple-choice examination to receive credit for viewing the course. Eye care professionals can select a course in the online library and may search by course topic here: <http://www.secointernational.com/webce/onlineed.cfm>. SECO recommends professionals check both the SECO course listing and their state board requirements prior to taking any online education.

PODCASTS

SECO also provides podcasts, which include educational lectures, interviews and event highlights at <http://www.secointernational.com/education/podcasts.cfm>. Approximately 45 podcasts are posted online and can be downloaded to an iTunes or RSS feed player or can be listened to directly from a media player.

ePOSTERS

In addition to SECO's online educational presentations and podcasts, ePosters are available at www.secointernational.com. Electronic posters are multimedia formatted posters published in the Advanced Media Learning Center during the annual SECO event and then posted online following the meeting. Every year, SECO invites students, residents and optometrists to submit multimedia presentations for display at SECO. Nearly 50 presentations are posted each year and date back to 2006.

DIGITAL GRAND ROUNDS

Supported by CIBA Vision, SECO offers Digital Grand Rounds at no charge. More than 178 interesting cases test the knowledge of optometry professionals with clues preceding the diagnosis. This interactive format offers a new approach to traditional rounds education. Visit <http://www.secointernational.com/dgr/index.cfm> to select from the various cases, ranging from “Does this patient need angiography?” to “Cut it or keep it?”

THE SECO TRADITION

SECO International is produced annually by SECO International, LLC, a wholly owned subsidiary of the Southern Council of Optometrists, Inc. SECO International, headquartered in Atlanta, Georgia, is a not-for-profit membership association founded in 1923, and counts as its members practitioners in the 12 southeastern states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. The annual SECO meeting regularly attracts more than 7,000 national and international eye care professionals, vendors, and allied ophthalmic personnel. SECO International is widely acknowledged as the largest optometric educational meeting in the world.

For more information on SECO International, LLC, please contact Elizabeth Taylor, Executive Director, at SECO International, LLC, 4661 N. Shallowford Road, Atlanta, GA 30338, or by phone: (770) 451-8206, fax: (770) 451-3156, or e-mail: etaylor@secostaff.com.

#

Media Contact: Kim Ryan
 SECO International, LLC
 (770) 932-0695
 kimryan@bellsouth.net