

ASSOCIATION
OF OPTOMETRIC
CONTACT LENS
EDUCATORS

April 2010
Newsletter #32

Newsletter Highlights

AOCLE Officers

Message from the Chair

2010 Workshop Preview

*Contact Lens Meeting Reports-
Global Specialty Lens Congress,
B+L Educators Meeting, Ciba
Educators Advisory Panel Meeting*

AOCLE CL Pocket Guide Survey

School News

*GPLI Cornea and Contact Lens
Resident Educational Program*

*AAO Diplomate in Cornea and
Contact Lens Section Information*

Message from the Chair

Preview of UAB Workshop

The 2010 Workshop will be hosted by
UAB, June 3-6

Educator Meeting Reports

Reports on the second Global Keratoconic
Congress, B+L Educators meeting and
Ciba Educators Advisory Panel meeting

AOCLE CL Pocket Guide Survey

School News

*GPLI Cornea and Contact Lens Resident
Educational Program*

The dates and location for the 2010
program have been set for August 13-15th
at SCO

*AAO Diplomate in Cornea and
Contact Lens Section*

Information on how to become a
Diplomate

AOCLE Officers

Chair: Etty Bitton, OD, MSc
École d'Optométrie
Université de Montréal
Tel (514) 343-7302
Fax (514) 343-2382
etty.bitton@umontreal.ca

Vice-Chair: Vinita Henry, OD
University of Missouri-
St. Louis
School of Optometry
Tel (314) 516-6532
Fax (314) 516-6708
vhenry@umsl.edu

Secretary: Bruce Morgan, OD
Michigan College of
Optometry Ferris State
University Tel (231) 591-
2180 Fax (231) 591-2394
morganb@ferris.edu

Treasurer: John Corzine, OD
University of California, Berkeley
School of Optometry
Tel (510) 643-2793
Fax (510) 643-5109
jcorzine@spectacle.berkeley.edu

Communications Committee:
Co-Editor:
Susan Kovacich, OD
Indiana University School of Optometry
Tel (812) 856-5699
Fax (812) 856-6769
skovach@indiana.edu

Co-Editor:
John Mark Jackson, OD, MS
Southern College of Optometry
Tel (901) 722-3314

Fax (901) 722-3370
jjackson@sco.edu

Circulation Coordinator:
Andrea Janoff, OD
Nova Southeastern
University College of Optometry
Tel (954) 262-1486
Fax (954) 262-1818
janoffa@nova.edu



Message from the Chair

Wow, what a busy year! The next AOCLE workshop is just around the corner and it'll be another great opportunity for educators to learn new skills and to be updated on what's new from industry. This year's workshop will be hosted by the folks from the University of Alabama at Birmingham (UAB) School of Optometry. A tentative agenda is provided in this issue. Not only will the program address a timely subject, the fitting of large diameter GP lenses, but it will continue to foster relationships between educators and industry representatives for the benefit of all of our programs. Events throughout the program will also allow attendees to experience that famous Southern hospitality.

The AOCLE board has worked hard to enhance the visibility of the AOCLE within the contact lens community. First, the CL Pocket guide, distributed to all the students, residents and faculty, has become a valuable teaching aid both in labs as well as in clinic. We recently surveyed the recipients of the guide asking for comments and improvements. A third edition with updated information is being planned for 2010 and should be available by the fall. Thank you to all who (nearly 500 people!) responded to the survey.

The 2008 workshop, held in Boston, addressed the topic of Mentorship along with Dr. John Littlefield, Director of the Academic Center for Excellence in Teaching (ACET) in Texas. Together with Dr. Littlefield, we were able to write an article on the subject and how the AOCLE is a model for mentorship, whereby educators are mentors to their patients, students and colleagues. After all, educators were also influenced by mentors along their career paths. The article recently appeared in the April issue of Contact Lens Spectrum. Check it out!

The AOCLE award recipients from 2009 were announced in CL Today (electronic weekly newsletter), Eye Care Review (Optometry-Ophthalmology-Optician publication) and *L'Optometriste* (Quebec Optometric Association publication). More projects are ongoing which will continue to enhance the visibility of the AOCLE within the optometric and the CL community.

Several CL meetings have been held in the past 6 months, including the Global Specialty Lens Symposium, the B+L Educator's Meeting and the CIBA Educator's Meeting. A summary of these meetings is also included in this issue. Thank you to all the sponsors for their continued support of contact lens education.

The upcoming workshop will also be the time for the election of new AOCLE Officers. It has been a sincere privilege to serve the AOCLE as chair for the past two years. In fact, over the past several years, as a board member, I have met and worked with several educators and industry representatives whose dedication and work ethic are truly inspiring! I look forward to seeing many of you at UAB for our yearly workshop. Until then, happy spring!

Etty Bitton

Officer Elections 2010-2012

It is time for the election of new AOCLE Officers for the 2010-2012 period. If you are interested in becoming more active in the AOCLE, please contact the chair. We are also looking for more people to help out with the newsletter, so please let us know if you can help out. It's a great way to meet other educators!

2010 AOCLE Annual Workshop UAB



Tentative Agenda

Thursday, June 3

- 5:30-7:30 PM Welcome Reception at Renaissance Ross Bridge Golf Resort & Spa
- 7:30-10:00 Business meeting at hotel

Friday, June 4

- 7:00-8:30 AM Breakfast at hotel
- 8:30 Buses depart for UABSO
- 8:50 Welcome at UABSO and group picture in front of UAB Eye Care
- 9:00-9:50 Introduction to Scleral Lenses Dr. Christine Sindt
- 9:50-10:15 Industry Sponsor Presentations
- 10:25-12:30 Large Diameter Lens Workshop
A selection of various GP and Hybrid "large" diameter lenses to be fit in a hands-on workshop with expert fitters
- 12:30-1:30 PM Lunch and Industry Sponsor Presentations
- 1:30-2:30 Mini-Scleral Lens 10 Clinical Pearls and Video Grand Rounds-Dr. Steve Byrnes
- 2:30-3:35 Industry Sponsor Presentations
- 3:35-3:45 Break
- 3:45-4:30 UABSO Tour

- 4:30-5:45 Vision Science Research Center Tour and Presentations
- 5:45 PM Buses Depart VSRC for Ross Bridge Hotel
- 7:00-10:00 Dinner on the Terrace (Ross Bridge Hotel) with Night Golf (Putting)

Saturday, June 5

- 7:00-8:15 AM Breakfast Buffet at hotel
- 8:00 -9:00 The Role of "Teaching" Case Reports-Dr. Aurora Denial
- 9:00- 10:00 Global Trends in Contact Lenses-Dr. Jason Nichols
- 10:00-10:15 Break
- 10:15-11:00 Industry Sponsor Presentations
- 11:00-12:00 Roundtable on Large Diameter Lens Fitting Pearls
- 12:00-1:30 PM Lunch and Industry sponsor Presentations
- 2:00-5:00 Optional activities
- 5:30 Buses depart hotel for Birmingham Vulcan Park and Museum
- 6:45-10:00 Dinner and Awards Ceremony with Entertainment at the Gardens Café, Birmingham Botanical Gardens

Sunday, June 6

- Departures Breakfast at hotel



Hotel: Renaissance Ross Bridge Golf Resort & Spa (photo: golfcoursehome.net)

[Educator Meeting Report- Global Specialty Lens Symposium](#)

More than 500 participants, including 380 eye care professionals from 25 countries and more than 100 exhibitors representing 40 different companies, attended the recent Global Specialty Lens Symposium (GSLs), which took place in Las Vegas, NV, January 28-31. Truly an international meeting, the GSLs included insightful presentations by experts in the field, hands-on demonstrations of cutting-edge products and valuable continuing education credits. Topics included presbyopia, myopia control, keratoconus, astigmatism, dry eye, pediatrics, billing and coding, sports vision, tinted lenses, hybrid lenses, large diameter/scleral lenses and more. Plans are in development for the next meeting in January, 2011.

[B+L Educators Meeting, Jan. 2010, Las Vegas](#)

This year's B+L educator's meeting was held just prior to the Global Specialty Lens Symposium in Las Vegas in January. There is a

change in logo with a plus sign between the two letters. The Renu brand will be re-packaged as renu "fresh" and renu "sensitive". The renu fresh is the re-packaged MPS Renu MultiPlus whereas the renu sensitive will be the MPS Renu. The bottle has also been changed to a more ecofriendly clear bottle. The clear bottle will allow the patients to see how much solution is left and the bottle will be made out of recyclable PET plastic which has undergone photostability testing. The GP conditioning solution has been re-formulated with an increased concentration of EDTA and increased wettability. It should be compatible with all GP lenses. A detailed description of a new 4th generation fluoroquinolone: Besivance (besifloxacin 0.6%) for bacterial conjunctivitis was presented at the meeting. It is formulated with Durasite (microadhesive technology) to increase the residence time on the eye. Dosage is tid, but with 4-12 hrs between dosages (hence great for kids before and after school). This fluoroquinolone has never been used systemically (hence little chance for developing resistance). Its performance profile against bacterial eradication is equal to that of Vigamox. Samples will have 2ml (about 47 drops) while retail size will be 5ml (147-150 drops). It is available in Canada as well.

David Bland, GP product manager offered an overview of the GP lens market, with increasing trends in the specialty CL market (presbyopic, cones, irregular corneas...). The specialty category has been driven by the large diameter buttons (ie. >17 mm) especially over the past 3 years.

Many of the presentations from the meeting should be up on the educators website. There were pretty good tables on CL market trends (both CL and Solutions) which may be useful for CL courses.

At the time of the meeting, there was a brief discussion on a new soft CL solution; however, little information was available at that time. As of the date of this publication, a new soft CL care solution, BioTrue, is about to be launched in the US. Watch for new information on this new formulation.

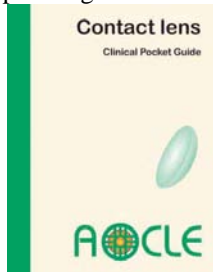
[Ciba Vision Educator's Advisory Panel Meeting](#)

Thirty-two educators representing nineteen of the twenty-two colleges of optometry met in Bonita Springs, Florida from Feb. 25-28, 2010. As has become the tradition in the last few years, no matter where this meeting is held, the cool weather follows. It didn't dampen our spirits as we discussed new products, practice management skills, shared ideas and discussed contact lens trends. Francesco Balestrieri, President of Americas Region of Ciba Vision, took the opportunity to meet with and discuss Ciba Vision products and goals the first evening. Dr. Mark Wright from the Ohio State University, College of Optometry presented "The Disney Chain of Excellence" challenging us to consider new ways of promoting contact lenses, reaching our patients and working with our staff, students and faculty. Dr. Lyndon Jones, CCLR, University of Waterloo, School of Optometry presented "Non-compliance with Replacement Frequency: What are the Consequences?" discussing the results of at least 3 studies on patient compliance and how we can communicate the importance of compliance to our patients. Small groups met to brainstorm practice management pearls and practice building problem-solving, in addition to giving feedback to Ciba Vision on areas that they need to "start, stop or continue". CIBA has completed its site design for the online ordering of educational materials. You may now go to the

CIBA VISION Academy website to order flippers, rulers, modules, etc. To place an order, please go to www.cibavisionacademy.com/us. The AOCLE would like to express our thanks for this opportunity to share ideas and information with Ciba Vision.

AOCLE CL Pocket Guide Survey

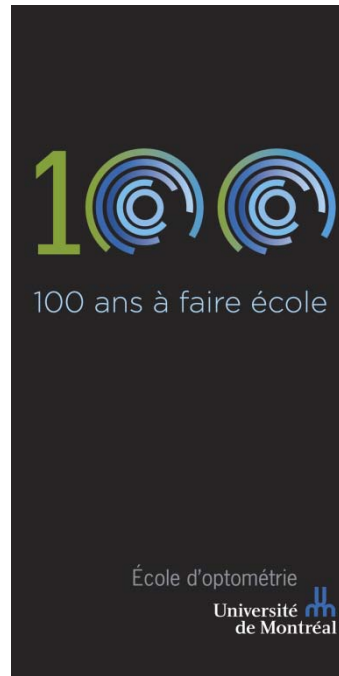
An electronic survey was sent out using Zoomerang™ to all 3rd and 4th year students, including faculty and residents in the early part of the year. The objective was to evaluate the usefulness of the guide, which was distributed in 2008. We are working on a new edition for 2010 and wanted some feedback for improvements. Nearly 500 people responded to the survey, with a good mix of students and faculty representation. Overall the survey revealed that the guide was very useful and that the pocket size spiral format is well suited for the needs of the students. The most useful portions of the guide include the vertex conversion tables, the radius to diopter conversion tables, the CL identification markings and the SiHy comparative tables. After soliciting some feedback for future improvements, most felt that a table identifying bottle sizes of medications would be useful as well as color coding the sections to distinguish soft from GP lens sections of the guide. A section on large diameter lenses is also in the plans for the new version with an update on the existing tables (ie., SiHy, daily disposables and multifocals). The new AOCLE pocket guide should be ready by the fall 2010.



School News

UM

The University of Montreal, School of Optometry is celebrating its centennial in 2010. To highlight this momentous occasion, several events are being planned throughout the year including a special continuing education program, highlighting the school's faculty as well as a gala evening highlighting some of the milestones of the past 100 years.



The celebration was kicked off in January with a special VIP ceremony, whereby leaders from the community and industry were invited to attend. The Quebec Minister of Health was in attendance to address the crowd and tour the school as well as its research labs. His presence was a big honor for the University and help reiterate the key role that optometry has in the

delivery of primary eye care. Dr. Kevin Roe, Director of Professional Relations, from CIBA Vision's head office in Atlanta, was also in attendance for this special occasion, and we thank him for making the trip (pictured below, with AOCLE Chair, Ety Bitton).



SCCO

Dr. Kevin L. Alexander, President of SCCO, has announced the following administrative changes at the school: Effective July 1, 2010, Dr. John Nishimoto will assume the new role of Vice President of Interdisciplinary Affairs. In his role, Dr. Nishimoto will be exploring collaborations with medical clinics, health care facilities, hospitals and ambulatory surgical centers.

Effective July 1, 2010, Dr. Julie Schornack will assume the role of Vice President and Dean of Clinical Affairs. In this role, Dr. Schornack will be Chief Administrator of the ECC and responsible for all aspects of the ECC. Soon after the first of the year, Dr. Harue Marsden will assume the role of Assistant Vice President for Clinical Education. She will oversee all aspects of clinical education including external rotations and residencies.

Speaking of Dr. Marsden- Congratulations on her installation as president of the California Optometric Association. She took office in January. Dr. Marsden is well-known among contact lens educators, but she has also been very active in the political life of the profession. She has served on the COA Board of Trustees since 2003 and was also president of the Orange County Optometric Society.

SCO

Dr. Daniel Fuller was recently named Chief of the Cornea and Contact Lens service after serving as Interim Chief. This summer SCO will welcome its first contact lens resident, and the faculty are very excited about this expansion of our clinical program. SCO will also be hosting the GPLI Resident Conference for the first time this year.

UHCO

Dr. Katrina Parker has been named Service Director for the Cornea and Contact Lens Service.

In November, 2009, Dr. Norman Leach gave the Optics and Refraction Course to 35 first year ophthalmology residents from various regions of Saudi Arabia at King Kahled Eye Specialist Hospital (KKESH) in Riyadh. While there, he also served as an examiner for the optics and refraction section of the final board exams in ophthalmology for the Saudi Commission for Health Specialties and gave a grand rounds presentation to KKESH staff, residents and ophthalmologists on “Corneal Reshaping and Myopia Control.”



AAO Diplomate in Cornea and Contact Lens Section

The American Academy of Optometry Section on Cornea, Contact Lenses & Refractive Technologies is actively working on a series of member benefits, programs, and resources. If you are not currently a Diplomate in the Section but would be interested in pursuing this program please either contact the Diplomate Award Chair, Clarke Newman, at cdnewman@earthlink.net. -Ed Bennett, OD, MSEd, FAAO, Chair

In Memoriam: Friend of AOCLE Sharman Bly DeWeese 1951-2010



Sharman DeWeese (pictured above, far right) passed away unexpectedly on Wednesday, April 7, in Arlington, VA. Born in Clarksburg, WV, on February 25, 1951, she was the daughter of

Winfred C. “Dusty” and Patricia (Coleman) DeWeese. She was a graduate of the West Virginia Business College, and worked for WVU Communications and the Kaiser Foundation in Washington, DC. For the past 16 years she worked for CIBA Vision in Atlanta, Georgia. She became a Certified Meeting Professional and Senior Events Manager, a role in which many AOCLE members came to know Sharman for her professionalism, expertise, patience, and memorable smile. She is survived by her parents and two sisters, Deborah Ann Gooden and Robin June McCarty, and many others.

2010 GSLS



Dr. Charlie Connor from SCO, seen at the GSLS

Blast from the past!



AOCLE Editors:
Susan Kovacich, OD
John Mark Jackson, OD, MS