

ASSOCIATION  
OF OPTOMETRIC  
CONTACT LENS  
EDUCATORS

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May 2009  
Newsletter #30

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### Message from the Chair

It has been a busy year! Many things have been accomplished already and the AOCLE Officers have been hard at work with more projects. The guidelines for contact lens sampling have been distributed and helpful for many institutions as a template for their own guidelines. Sampling responsibly brings about enhanced awareness as to its intended purpose.

The second edition of the AOCLE Clinical CL Pocket Guide was distributed in the fall to all 2nd-4th year students, CL residents, CL and primary care faculty as well as the industry sponsors. Having the guide in 2<sup>nd</sup> year allows the students to use it in a lab setting and get more familiar with its content. The organization of CL brands by FDA groups helps the student to think about lens materials and their characteristics when making a lens choice. The addition of tables on silicone hydrogels, daily disposables and multifocals updated the guide considerably and having this information handy while in the clinic allows for a quick reference guide to look at design and material differences. The expansion of the specialty lens section (keratoconus, hybrid and ortho-K) is a reflection of the expanded scope of practice that the CL services offer at our institutions. We thank our industry partners for their collaboration on this project to ensure the accuracy of the information. A survey will be circulated to the students,

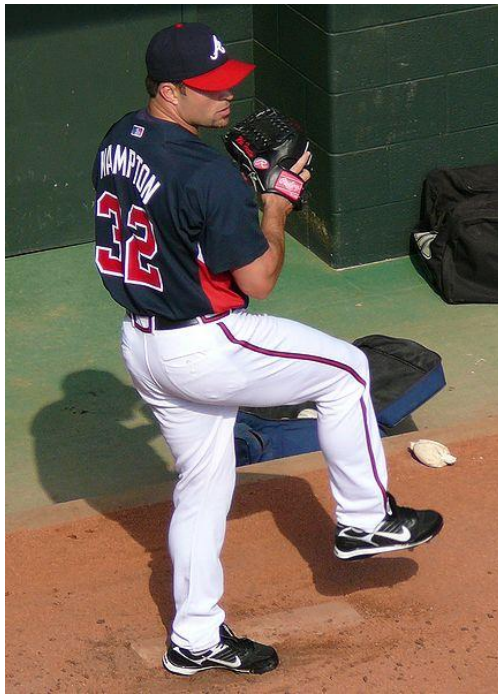
faculty and industry sponsors shortly. Be on the lookout : we need everyone's input!

Several CL educators were invited to the Bausch & Lomb (August), ALCON (January), Vistakon (February) and the CIBA Vision (March) Educator's Meeting. A summary of some of these meetings are included in this newsletter. These meetings are extremely valuable in continuing to educate the educators as technology and the array of new products changes at a dizzying pace. The new information acquired can then be integrated into courses, labs or clinical setting quickly thereafter and educate our students in a timely manner.

Many of you have expressed a need for updated teaching tools. One such update will be the AOCLE website. The board is presently looking at options to update the content and design to allow for easier access to new teaching tools. Thank you for those that have responded to our survey concerning the website! Another request from the group has been the need to update basic contact lens modules (such as the soft CL fitting that was previously available on videocassette). We are happy to report that a pilot project is in the works and we should have an update for you by the workshop.

Now its time to look ahead. The annual workshop, of course, is the highlight of the year for the AOCLE. This year's hosts are our colleagues at the University of Houston with an exciting program whose theme is entitled *Today's Technology in Teaching for the Contact Lens Educator*. A brief agenda of the upcoming meeting is included in this newsletter. We look forward to seeing you all there! Until then, happy spring and safe travels !

Etty Bitton



**Houston Astros pitcher Mike Hampton**  
([wikipedia.org](http://wikipedia.org))

**2009 AOCLE Annual Workshop**  
**University of Houston College of Optometry**

**Tentative Agenda**

**Thursday, June 4**

6:00–7:30 pm Reception at  
Four Seasons Hotel

7:30–10:00 pm Business meeting at hotel

**Friday, June 5**

7:00-8:30 Breakfast at hotel  
8:45 Buses depart for UHCO  
9:00-9:15 Welcome and Introductions

9:15-9:45 Introduction to Video and  
Photography Techniques for Use in  
Contact Lens Education  
9:45-noon Workshop rotations

There are 4 workshops lasting 35 minutes each:

Anterior Segment and Contact Lens  
Video Photography

Incorporating Interactive Case  
Reports in Teaching

Custom Wavefront-Guided Soft  
Contact Lenses for Keratoconus

Fundamentals of Wavefront Sensing

12:15-1:45 Lunch and group picture  
1:45-2:00 UHCO Tour overview  
2:00-4:00 School tours & research  
presentations (6 groups)  
4:00-4:30 Sponsor presentations  
4:40 Buses depart for hotel  
6:30 Dinner & entertainment



**Houston Livestock Show and Rodeo**  
([rodeohouston.com](http://rodeohouston.com))

**Saturday, June 6**

7:00-8:00 Breakfast at hotel  
8:00-9:30 Sponsor presentations Austin  
Room Four Seasons  
9:30-10:00 The Teaching Role of in-Vivo  
Confocal Microscopy



**Houston Space Center** ([spacecenter.org](http://spacecenter.org))

10-10:15 Break  
10:15- 11:15 Video wrap from each group  
11:15-12:15 Sponsor presentations  
12:15 Lunch  
12:30-6:00 Activities, various choices  
6:30 Dinner, closing activities

**Sunday, June 7**

Breakfast at hotel  
Departures

### IACLE Accreditation Examination

IACLE is pleased to announce the administration of the distinguished Accreditation Examination on Saturday, November 7<sup>th</sup>, 2009.

The Accreditation Examination is unique in that there is no other test like it which assesses one's level of knowledge of contact lenses. Hence, a successful outcome is honored with an invitation to become a Fellow of IACLE (FIACLE). The FIACLE title encompasses a wealth of stature and defines one as a leader in their field.

In the academic field there are numerous ways to "upgrade" yourself professionally (MSc, PhD etc). However, in the field of contact lens teaching there is no such standard or classification. Therefore, I was very excited about the FIACLE accreditation exam. For me as a young teacher, it proved that I was on a level that I hoped I would be, and among peers. It gave me self confidence to proceed and to excel. Also, within our school, with many other faculties under one roof, the international recognition was viewed upon with respect. I have not regretted a single minute of doing it, and use the FIACLE title wherever I can.

If you are interested in participating in this year's IACLE Accreditation Examination, please contact the IACLE Secretariat at [iacle@iacle.org](mailto:iacle@iacle.org).

Eef van der Worp, BOptom, PhD, FAAO,  
FIACLE

### Vistakon Educator's Meeting

Vistakon reestablished its Educators meeting in February in Jacksonville with a most exciting program. The group was welcomed with a "Premiere" highlighting a new DVD release, entitled "Hind-Sight is 20/20". This presentation highlights students' experiences (academic, personal, financial) about their life as optometry students. This presentation will be shown to incoming students as part of Vistakon's program to first year students. The group was welcomed by different members of the company's higher administration, including President Naomi Kelman, VP of the Professional Development group, Dr. Pat Cummings and members of the Medical Affairs Team, including Dr. Peg Achenbach, Dr. Sheila Hickson-Curran and Dr. Dennis Pardo.

The Vision Care Institute (TVCI) will be celebrating its 5th anniversary and has received over 5000 students since its opening. Although the program has had a tremendous success, the TVCI will be limiting registration to two groups per year. The logistics of these two sessions will be conveyed shortly.

The program included presentations by Dr. Richard Clompus on podcasting and supercharging your , Gale Stoner (communications consultant) on "Recruiting and Retaining Top Talent", Hank Brigman (Director or Customer Experience) on "Customer Experience Management : Applications to optometry schools" and by Vistakon personnel on product updates and research initiatives.

A useful tool that we can all recommend to our patients to improve compliance is Acuminder™, a free on-line registration tool that reminds the



**Etty Bitton presents Vistakon president Naomi Kelman with a plaque thanking Vistakon for its generous support of contact lens education**

patient when to replace contact lenses, purchase new lenses or even schedule their next eye examination. Four reminder options are now available and are independent of lens brand, computer desktop reminder (seen as a desktop widget), e-mail reminders, text reminders to mobile phones and more recently, reminders on facebook. Your patients can register themselves at the following website ([www.acuminder.com](http://www.acuminder.com)).

AOCLE President Etty Bitton presented Naomi Kelman, President of Vistakon with a special plaque for Vistakon's 17 years of optometric support to the AOCLE and thanked her on behalf of the group for bringing back the educator's meeting. Thank you Vistakon !

### Ciba Educator's Meeting

This year's CIBA VISION Educators meeting was held in Santa Fe, New Mexico in March. As usual, the agenda was full of valuable information. After the ever popular sing-a-long with guitarists Kevin Roe and Peter Bergenske, the program was in full swing. A fourth member was recently added to the Professional Affairs Team. The fabulous foursome consists of Rick Weisbarth, Dwight Akerman, Kevin Roe and more recently, Peter Bergenske. Other additions included Pamela Chinchilla who will be in charge of Academic Development for Canada and Jennifer Hill as Professional Education Manager (in charge of the Educational lens program which is now available on-line!).



**Guitar Heroes Kevin Roe and Peter Bergenske rock the house**

Rick began the program with a global overview of the CL market offering the attendees insight into the trends in CL use in different parts of the world. North America has adopted the silicone hydrogel market very successfully, while the daily disposable modality is lagging considerably as compared to other world markets.



**Gina Sorbara and John Corzine at the Ciba Educator's meeting**

Updates on products including streamlining older technology products and the launch of new products (such as AIR OPTIX Night & Day AQUA and FreshLook VIBRANT) or extended parameters (DAILIES Toric) were discussed. Clinical anecdotes concerning the new release of the AIR OPTIX AQUA MULTIFOCAL were exchanged amongst the attendees who have had a chance to try the new lens. The exchange proved to be very fruitful for the group. More importantly, the educators had an opportunity to be "educated" themselves through these workshops and gain a better understanding of the lens designs which they then in turn can teach the students. Copies of the lectures presented were available on USB keys for the attendees to be used in their courses. Thank you CIBA for this valuable educational tool!

Dr. Craig Woods from the CCLR (Waterloo) discussed some of the results of the MAPLE Study, which looked at compliance issues of CL wearers, and more specifically whether the replacement schedule that was recommended by

the doctor was actually being followed. Deviations from the recommended replacement schedule were frequent.

One of the more fruitful parts of the meeting was the START-CONTINUE-STOP portion of the program. This open exchange allowed the attendees and Professional Affairs personnel to discuss areas where CIBA should initiate programs, continue successful ones, or stop certain products/programs. This is a useful brainstorming session whereby educators can really express some of the needs of the academic setting and the needs that are particular to their institution.



**Your hard-working AOCLE officers at the mid-year planning meeting**

CIBA VISION was also honored with a plaque at this meeting for their 26 continuous years of support of the AOCLE. We would also like to thank CIBA for hosting the AOCLE mid-year planning meeting which allows the AOCLE officers to get together and discuss agenda items and the upcoming yearly workshop. Thank you CIBA for your continued support!

## Campus News

### **IUSO**

The new Indiana University School of Optometry clinic opened on January 5, 2009. Previously located on the second floor of the Optometry building, the new clinic is across the street on the south side of the main campus. This 20,000 sq ft facility includes 30+ examination lanes, special testing rooms and better access for elderly and physically challenged patients.



**The new IUSO clinic**

### **MCO**

On May 8 the college had a groundbreaking ceremony for its new building. The new facility



**Sketch of the new  
Michigan College of Optometry facilities**

will house both the academic and clinical programs and will be at a new location, more central to the Ferris State campus with much better access for patients. The new building is scheduled to be completed fall of 2010.

### **NECO**

Dr. Susan Baylus has been named as the new Chief of Contact Lens Services. Dr. Baylus is a 1989 graduate of NECO. Following a Fellowship in Primary Eye Care and Education, she held a full-time faculty position for 7 years. She has worked the past several years in private practice, where she was responsible for specialty contact lens fitting. In addition to her clinical responsibilities, Dr. Baylus also teaches in the Contact Lens course as a laboratory instructor, helps mentor the Cornea and Contact Lens Residents, and also gives an introductory contact lens lecture in the Principles and Practice of Optometry first year course.

### **NSUOCO**

Dr. Douglas K. Penisten was named Dean of the Northeastern State University Oklahoma College of Optometry. A graduate of both the OD (1979) and PhD (1988) programs at the Indiana University School of Optometry, he has served as the Associate Dean of the college of optometry since 2000. In addition, he served as the Interim Dean of the NSU College of Science and Health Professions from 2005-2007.

### **SCCO**

Dr. Harue Marsden was named President-Elect of the California Optometric Association's Board of Trustees.

### **SCO**

Dr. Bart Campbell has moved from his position as Chief of Contact Lens Service to Director of Optometric Education, where he will have more direct leadership of the didactic curriculum.

### **UAB**

UAB recently conducted their 2<sup>nd</sup> GP Lens Evening Workshop for 3<sup>rd</sup> and 4<sup>th</sup> year students. The format was similar to the workshops previously sponsored by the GPLI. Students examined patients in a grand rounds format, evaluating their GP lenses and making suggestions for improving the lens fits. Some lenses were intentionally fit incorrectly to make the exercise more challenging for the students. Craig Norman gave an overview of GP lens fitting. The workshop was sponsored by ABBA Optical and Bausch & Lomb.

### **UMSLCO**

Dr. Ed Bennett has been inducted into the Contact Lens Hall of Fame. He received this honor at the Annual Bronstein Contact Lens Symposium in Phoenix in January 2009.

### **CLSA Awards Andre for Excellence in Education**

The Contact Lens Society of America (CLSA) has awarded Mark Andre, FAAO the Joseph W. Soper Award for Excellence in Education, which recognizes outstanding contributions in the area of contact lens education. Mr. Andre has more than 30 years of experience in the field of contact lenses and serves as an associate professor of optometry at Pacific University. Additionally, he has been a faculty member of Pacific University's College of Optometry for the past four years and is a Fellow member of the American Academy of Optometry and the CLSA. Mr. Andre has also served as a consultant for top contact lens manufacturers for more than 15 years.