



Fall 2016
Newsletter #44

ASSOCIATION
OF OPTOMETRIC
CONTACT LENS
EDUCATORS

Northeastern State University College of Optometry (NSUOCO) hosted our most recent AOCLE Summer Workshop in Tahlequah, Oklahoma from June 9-12, 2016. Our NSUOCO hosts put together an exciting and informative meeting on the theme ***Anterior Segment Lasers and Collagen Cross-linking.***

Attendees were able to attend COPE-approved education on anterior segment laser therapy and delve into corneal cross-linking with hands-on experience working with pig eyes at the workshop.



Schools with AOCLE representatives:



Next AOCLE Workshop:
June 1-4, 2017

*University of Missouri St. Louis
College of Optometry
St. Louis, MO*

Arrivals: Thursday, June 1st
Departures: Sunday, June 4th
Lambert – St. Louis International Airport

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2016 Workshop Recap

Osiyo (hello) from NSUOCO!

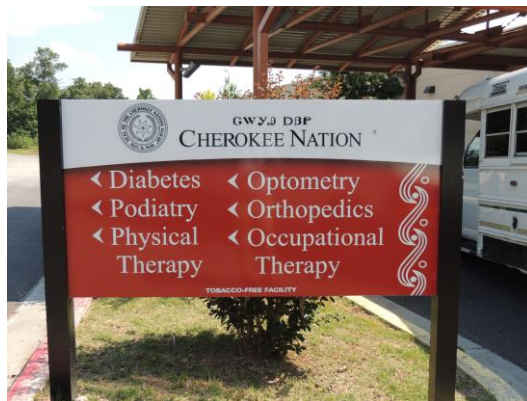
Northeastern State University Oklahoma College of Optometry did a fantastic job hosting the 2016 AOCLE Workshop from June 9-12, 2016. Attendees experienced the expanded scope of practice, rich Cherokee culture, and Oklahoma hospitality at its best.

The workshop began on Thursday evening with a welcome reception at the Embassy Suites Hotel in Tulsa. Bright and early on Friday attendees traveled by bus through green country to Tahlequah, OK to spend the day on the NSUOCO campus.



There were tours of both the NSUOCO campus clinic, which used to be the site

of a Cherokee Nation Hospital, as well as tours of W. W. Hastings Cherokee Nation Hospital – a newly renovated space that serves huge numbers of patients annually.



Friday morning started with a bus trip from Tulsa to Tahlequah. Upon arrival, a group photo was successfully attempted in the NSUOCO parking lot with the photographer perched in a cherry picker!



Educational offerings for Friday included Dr. Nate Lighthizer, OD, FAAO discussing anterior segment laser therapy as well as multiple industry presentations (see Industry News for updates). Attendees were surprised (or were they?) by a visit from Donald Trump (aka Erik Anderson, Art Optical). The resemblance was "huge, believe me"!



Small group tours of the NSUOCO campus facilities and the W. W. Hastings Hospital followed. Part of the on-campus rotations included using anterior segment lasers on model eyes to do procedures like SLT and YAG.



Friday evening ended with dinner in the newly constructed NSU Event Center with live entertainment from a Cherokee storyteller.



Saturday began at the Embassy Suites with an update on Corneal Collagen Crosslinking from Dr. Joel Sturm. A hands-on learning opportunity followed as technicians from nJoy Vision Center helped attendees practice creating epithelial flaps on pig eyes and discussed the use of the laser apparatus for cross-linking.



We then transitioned into the AOCLE Business Meeting, where new officers were elected. Congratulations to:

Chair: Dr. Sue Kovacich
Vice Chair: Dr. Katherine Clore
Treasurer: Dr. Neil Pence
Secretary: Dr. Julie Ott DeKinder

And many thanks to immediate past Chair Dr. Judy Perrigin!



Boxed lunches were available for our enjoyment in the Embassy Suites atrium before embarking on afternoon activities. Options for activities included finding one's inner Picasso at Pinot's Palette (a group painting class) or exploring Tulsa's amazing architecture on a walking tour. Others visited the art museum, lost money gambling at the Hard Rock Casino or enjoyed time on their own.

Saturday ended with another bus trip to Tulsa's Burn Co. Barbecue - a local favorite for dinner - so popular that they often run out of food! Thankfully, for our private event there was no shortage of pork, beef, beans or sweet tea!

Many thanks to our AOCLE Sponsors for their support of this year's meeting!



Congratulations to our 2016 AOCLE Meeting Award Winners:

Lester E. Janoff Memorial Award

Dr. Bill Edmondson (SCO)



George Mertz Travel Awards

Dr. John Gialousakis (SUNY)



Dr. Chad Rosen (MCO)



Campus News – Fall 2016

Ferris State University Michigan College of Optometry:

Dr. Chad Rosen has introduced a new peer reviewed journal: the *Journal of Contact Lens Research & Science*. This journal is designed for those who have an interest in expanding knowledge and sharing scientific findings in the contact lens realm.

JCLRS is an Open Source Journal and is freely available for anyone to read and utilize. The open nature of the journal means more access to important information without being held behind pay-walls. Authors pay a modest article processing fee that allows for thorough and careful peer review, production and editing, as well as design and posting on the journal's web site. Their goal is to have research published within 60 days of acceptance.

Illinois College of Optometry:

Dr. Gary Gunderson recently traveled to Cuba to lecture on keratoconus. Tales of his adventures were profiled in the ICO magazine, ICO Matters.

The article and photos can be see here: <http://icomatters.ico.edu/essentials-gary-g-gunderson-od-79/>

Indiana University School of Optometry:

Dr. Neil Pence was honored with the American Optometric Association Contact Lens and Cornea Section's 2016 Outstanding Achievement Award.

Midwestern University Arizona College of Optometry:

In July, 2016, **Dr. Donald Jarnagin** retired from his position as Dean.

Dr. Joshua Baker has been promoted to Dean.

Dr. Florencia Yeh was named Clinical Care Coordinator – Contact Lenses.

Dr. Jamie Kuhn was voted teacher of the year by the AZCOPT Class of 2018.

Northeastern State University Oklahoma College of Optometry:



NSUOCO would like to thank everyone who attended the AOCLE Workshop. It was a pleasure to host so many friends/colleagues and share a bit about NSUOCO, the scope of practice in Oklahoma, and the Cherokee culture. It was a great weekend of education and networking!

Dr. Bill Edmondson was recently recognized by Northeastern State University, OK as one of their most Outstanding Faculty members in the last 40 years. In an on-campus ceremony, he received a medallion and his name was engraved in a "Circle of Excellence" structure along with other recognized faculty. Dr. Bill is now on faculty at SCO.

New England College of Optometry:

Congratulations to **Andrew McLeod, OD, MSc, FAAO** on his promotion to Associate Professor of Optometry, in the Depart. of Specialty & Advanced Care.

After 20 dedicated years, **Dr. Ronald Watanabe** has stepped down as the residency coordinator. He has mentored and educated residents since the program's inception and will be greatly missed. **Dr. McLeod** will take over as the new program coordinator.

NECO welcomes former CCL resident **Dr. Anita Gulmiri** to the faculty. She will serve as the workshop coordinator, lab instructor for Contact Lenses I & II and as clinical preceptor at New England Eye.

NECO has also introduced a "concentration" program for 2nd year students. Two students were admitted to the program this year. They will experience a supplementary curriculum that better prepares students for

residency programs and careers in contact lenses. The students are provided additional didactic and clinical experience, along with guidance from a faculty mentor. This first group will graduate in 2019 with a "Doctor of Optometry with a Concentration in Cornea & Contact Lens".

NOVA Southeastern University College of Optometry:

Dr. Chandra Mickles was named the Coordinator of NOVA's Dry Eye Service. She recently became a Fellow of the Scleral Lens Education Society (FSLs).

The Ohio State University College of Optometry:

Dr. Joe Barr was honored with the American Optometric Association Contact Lens and Cornea Section's 2016 Dr. Donald Korb Award. He was also named to *Contact Lens Spectrum's* "30 Most Influential in Contact Lenses."

University of Houston College of Optometry:

Dr. Jan Bergmanson was honored with the Brien A. Holden Professorship Endowment earlier this year. He was also named to *Contact Lens Spectrum's* "30 Most Influential in Contact Lenses."

University of the Incarnate Word Rosenberg School of Optometry:

UIWRSO student Amy Belloli-Conner won the 2015-2016 University Education Challenge sponsored by ABB Optical. Her presentation was entitled "Emergence of Color Courses, Mud Runs, and Water Adventures and the Need for Contact Lens Compliance."



UIWRSO faculty accepted the award on her behalf at the 2016 AOCLE meeting at NSUOCO.

University of Missouri-St Louis College of Optometry:

Dr. Ed Bennett was honored with the 2016 Indiana University School of Optometry Alumni Recognition Award. He was also named to *Contact Lens Spectrum's* "30 Most Influential in Contact Lenses."

UMSL has launched its new patient care clinic and started services there in September 2016.



UPIKE:

The inaugural class of 2020 at the Kentucky College of Optometry began classes August 1, 2016. KYCO faculty and students share temporary accommodations at UPIKE while the Health Professions Education building is nearing completion. Creation of innovative virtual reality laboratories and

block exams simulating national board examinations are in progress.



Southern California College of Optometry at MBKU:

Dr. Timothy Edrington was honored with the Michael G. Harris Award for Excellence in Optometric Education at this year's American Academy of Optometry meeting.

Southern College of Optometry:

SCO was privileged to host the GPLI Residents Symposium for the third time in seven years (August, 2016). There were approximately 60 participants, including residents and vendors.



This meeting is made possible every year through the generous support of the members of the CLMA and under the leadership of Dr. Ed Bennett Executive Director of GPLI (see the GPLI section for a detailed account with more photos).

SUNY College of Optometry:

Kathryn Richdale, OD, PhD recently was promoted to Associate Professor with Tenure, demonstrating her excellence and commitment to teaching, scholarship and service within and outside of the SUNY College of Optometry. She is a faculty advisor for the Contact Lens Education and Research (CLEAR) Club on the SUNY campus. Their monthly lunch-and-learn lectures are presented by leaders in the field to educate students, residents, and faculty on selected CL topics. This active group of 250 students enjoyed learning from fellow AOCLE member **Dr. Justin Kwan** and industry representatives including **Dr. Peg Achenbach** and **Josh Meredith** this year.

Dr. John Gialousakis taught a new elective to 8 interested third year students entitled: "Advanced Topics for GP Contact Lenses". Demonstrations on real patients included: fluorescein patterns, toric and multifocal corneal GPs, scleral lenses with toric and multifocal options, and standard and dual axis ortho-K. It will be taught again in the spring of 2017.

Dr. Caitlin J. Morrison, 2015-2016 SUNY Cornea and Contact Lens resident, under the mentorship of **Dr. David Libassi**, received the Bert C. & Lydia M. Corwin Residency Award (see also AOF Awards section).

IACLE



The “new” International Association of Contact Lens Educators Contact Lens Course (ICLC) is now available for IACLE members. It covers all aspects of contact lens education – from the anatomy of the cornea to the business of contact lens practice – in just five modules and 30 lectures in PowerPoint format. Also newly released is the Salazar Image Collection.

The link to download these resources (member log-in required) is:
<https://www.iacle.org/joomla/resources/new-iacle-contact-lens-course>

The IACLE awards ceremony sponsored by CooperVision was held at the AAO’16 meeting last month. The three Educators of the Year Award winners were Dr. Jorge Giovanni Vargas from Columbia (IACLE Americas), Dr. Prema Chande from India (IACLE Asia Pacific) and Professor James Wolffsohn from the UK

(IACLE Europe/Africa-Middle East). The IACLE Travel Award 2016 was given to Eman Alzghoul from Jordan. Congratulations to all!



The GP Lens Institute (GPLI)



The GP Lens Institute (GPLI) has an updated website at www.GPLI.info. You can now easily search education by lens type, view archived webinars and review the new online curriculum.

Also available are four patient brochures on topics such as Scleral lenses, GP Multifocals, Corneal Reshaping, and GP Lens Care and Handling. Students and fitters can also download the GP Lens Management Guide.

The GPLI continues to offer monthly educational webinars presented by industry leaders which feature the latest advancements in customized contact lenses. You can register for the webinars on the website and CE credit is available. The cost is \$25 per webinar, of which \$5 is donated to Optometry Giving Sight.

The GP Lens Institute (GPLI) and the Contact Lens Manufacturers Association (CLMA) hosted their annual GPLI Cornea and Contact Lens Symposium for Residents at **Southern College of Optometry** on **August 11-14, 2016**.



*2016-2017 CL Residents at GPLI.
Photo courtesy of Ursula Lotzkat.*

In attendance were 30 residents and 12 representatives from the CLMA. The 3 day event featured 12 hours of lecture on fitting: sclerals, multifocal, toric, corneal GP and corneal reshaping designs. Also included were topics on billing and coding, specialty soft and hybrid lenses, topography and working with lens

consultants. Residents gained valuable hands-on experience during 12 hours of workshops. They each observed a total of 36 patients wearing GP lenses: bitoric, multifocal, scleral and ortho-k designs.

Dr. John Mark Jackson led a wet lab on CRT lenses and **Dr. Daniel Fuller** moderated a panel discussion on establishing a specialty lens practice. Drs. Fuller and Jackson as well as **Dr. Christina Newman** assisted in the wet labs. Speakers included **Ed Bennett, Craig Norman, Tom Quinn, Randy Kojima and Stephanie Woo**, covering a broad range of topics.

Our heartfelt thanks to SCO for their hospitality and support for specialty contact lens education.



*2016 GPLI Attendees, including residents, speakers, SCO representatives, CLMA members and industry sponsors.
Photo courtesy of Ursula Lotzkat.*

Next year's meeting is tentatively slated for August 10-13, 2017. Details to come!

AOF Residency Awards

The 2016 recipients of the AOF Contact Lens Residency Awards Sponsored by Johnson & Johnson Vision Care were –

George W. Mertz Award:
Elaine Chen, OD (SCCO Resident)

Sheldon Wechsler Award:
Michelle K. Man, OD (ICO Resident)

The 2016 recipient of the AOF Bert C. and Lydia M. Corwin Contact Lens Residency Award was –

Caitlin J. Morrison, OD (SUNY Resident)

More Congrats Go To...

Many current/former AOCLE educator members, friends and IACLE members were included in the Contact Lens Spectrum list of "30 Most Influential In Contact Lenses." The complete listing includes:

Mark P. André
Joe Barr, OD, MS
Edward S. Bennett, OD, MSED
Jan Bergmanson, OD, PhD
Noel Brennan, PhD

Patrick J. Caroline
H. Dwight Cavanagh, MD, PhD
Robin Chalmers, OD
Nathan Efron, PhD, DSc
Irving Fatt, PhD
Desmond Fonn, MOptom
Michael Guillon, PhD
Richard Hill, OD, PhD
Brien Holden, PhD, DSc
Lyndon Jones, PhD, FCOptom
Donald Korb, OD
Robert Mandell, OD, PhD
Philip Morgan, BSc, PhD, MCOptom
Jason J. Nichols, OD, MPH, PhD
Craig W. Norman
Eric Papas, PhD, MCOptom
Perry Rosenthal, MD
Christine Sindt, OD
Fiona Stapleton, BSc, MSc, PhD, MCOptom
Ralph Stone, PhD
Helen Swarbrick, PhD
Loretta Szczotka-Flynn, OD, PhD
Jeffrey J. Walline, OD, PhD

Read more about each honoree in the complete article here:

<http://www.clspectrum.com/articleviewer.aspx?articleID=114659>

2017 Global Specialty Lens Symposium

www.GSLSymposium.com

January 26- 29, 2017: The Global Specialty Lens Symposium (GSLs) is a must-attend meeting brought to you by Contact Lens Spectrum focusing on the successful management of ocular conditions using today's specialty contact lenses. Learn more at <http://gsls.pentavisionevents.com/index.html>

Soft Toric and Presbyopic Lens Education (STAPLE Program)

The STAPLE Program continues to provide students with opportunities to practice fitting real patients with toric and/or multifocal lenses provided through a collaborative effort by the program's sponsors: Alcon, Bausch + Lomb, CooperVision and Johnson & Johnson Vision Care. The goal of the workshop is to provide generic soft contact lens education that will benefit the student through hands-on lens fitting experience with toric and multifocal lenses.

To schedule an event at your school, please contact a program administrator: Ursula Lotzkat (ulotzkat@aol.com) or Sue Connelly (slconnelly@aol.com). Ursula and Sue look forward to working with you toward the common goal of increasing students' confidence level and skills with soft contact lenses.

A calendar, schedule and program description are available for the Toric and Multifocal Fitting Workshops at www.stapleprogram.com.

Scleral Lens Education Society

Dr. Melissa Barnett is the President of the Scleral Lens Education Society (SLS). The SLS has achieved COPE-provider status, and has already developed a complete set of four COPE-approved educational modules covering all aspects of scleral lens fitting. These modules are available to any AOCLE educator member who wishes to use them for lectures or workshops involving students or doctors. Recognition of the SLS is, of course, required with every use. Modules may be obtained from Dr. Langis Michaud or Dr. Michael Lipson: (Langis.michaud@umontreal.ca) (milipson@med.umich.edu).

Additionally, Dr. Barnett invites AOCLE educators to become a member of the SLS and to pursue the Fellowship process. The SLS and AOCLE share many common interests, and the hope is to strengthen bonds and collaboration between the two groups in future endeavors.

TFOS Update / DEWS II

Dr. Etty Bitton sends this report:

As contact lens educators, you are keenly aware of the importance of a healthy tear film to sustain comfortable lens wear. You are also mindful that one of the main reasons for dropping out of lens wear is discomfort and dry eye. Significant strides have been made in the realm of tear film assessment and dry eye management to affect how we clinically address this disease, however more needs to be done.

The Tear Film and Ocular Surface Society (TFOS) is an international non-profit group, which spearheaded the dry eye workshop (DEWS) culminating in the pivotal DEWS report published in 2007. As the landscape for dry eye is continually evolving, the TFOS has once again brought over 150 dry eye experts from around the world to revisit the latest developments in the diagnosis and treatment of dry eye disease. The **'TFOS DEWS II: ALL EYES ON DRY EYE'** is well underway and highlights of the report were presented in September at the 8th International TFOS conference held in Montpellier, France.

Several educators from around the world are part of the DEWS II global initiative to help disseminate information on dry eye. The DEWS II is divided into 13 subcommittees and their contributing

members can be found at:
<http://www.tfosdewsreport.org/tfos-dews-report-committees.html>

Now you can too, can keep abreast of the latest developments in dry eye disease and help spread the word to colleagues, students and patients about the exciting new report by joining (membership is FREE) TFOS at tearfilm.org. You can follow the latest information on DEWS II at <http://www.tfosdewsreport.org>

AOCLE members who reported their participation at this year's TFOS meeting were Katherine Richdale (moderated a session on "Contact Lens Discomfort: An Update"), and Justin Kwan (presented a poster with Jennifer Harthan, et al.).



Industry News – Fall 2016

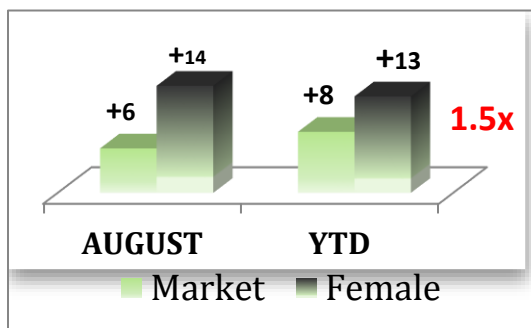
ABB Optical Group

www.abboptical.com/

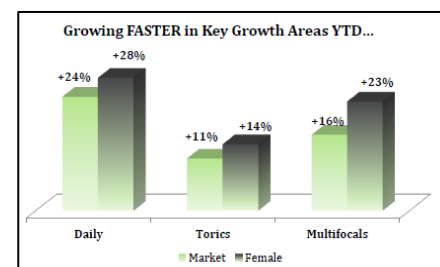
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ABB OPTICAL GROUP Insights Reports Female -led Practices are clearly out performing the market norm for contact lens growth. Every year the industry is seeing an increase in female-led practices. In early July, **ABB OPTICAL GROUP** ran a brief survey amongst 375 optometric practices across the country to determine which viewed themselves as being a practice led by women. The results showed that 63 percent identified themselves as female-led. When comparing those practices to ABB OPTICAL's national data, it was clear that female-led practices perform differently than the market. Female-led practices clearly outperform the market norm as it relates to contact lens growth, particularly in the more innovative areas of growth (daily disposables, multifocals and new products). Specifically, ABB OPTICAL benchmarked organic growth of female-led practices against the organic growth of more than 13,000 practices across the country and the results were clear! Female-led practices are growing contact lens revenue at a rate over 1.5 times that of the market.



focusing on and outperforming in critical areas of contact lens growth. These practices saw overall daily disposable growth of 28% through August, up 4 points over a market benchmark. Female-led practices are also leading the charge through specialty lenses with multifocal growth of 23% versus a benchmark of 16% (nearly a 1.5 times greater growth!). Toric growth was at 14% versus a market benchmark of 11%.



All of these areas are key growth engines for the contact lens category, and by focusing on them, these practices are significantly out-pacing overall market growth. Female-led practices are also accelerating growth by being earlier to adopt new product innovations. Offering patients new technology, drives engagement and gravitates to premium product offerings. As more women enter into optometry school and graduate to lead their own practices, the optometry industry will benefit from these innovative, forward thinking OD's ready to elevate patient satisfaction and practice growth as well as fuel the need for our industry to stay up-to-date with the latest technologies.

Acculens

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AccuLens is committed to Education! The beginning of a very powerful shift in eye care is coming. EasyFit Lifestyle Contact Lenses with Empirical Ordering is now available. In addition, AccuLens now offers help by providing ECP support in patient education regarding these new and innovative products. Through an exclusive Practice Branded Digital Marketing Campaign, AccuLens will help doctors promote top products and services to current patients and those in the community. AccuLens IQ is an exclusive Digital Marketing Campaign that features the EasyFit "lifestyle lens" which includes HD Optics, Hydro-PEG, High Oxygen, UV protection & multifocal options. They encourage educators to get the word out to their patients today and increase practice profits and patient satisfaction.

Maxim Scleral Lens Educational seminars are available quarterly at the University of Colorado Health Sciences. Check acculens.com for AccuLens' exclusive Scleral Academy dates.

Akorn

www.theratears.com/

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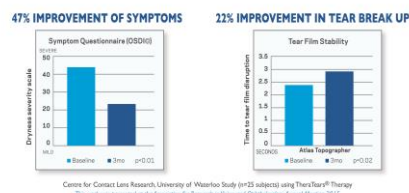
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RESTORES EYES NATURAL BALANCE®

TheraTears® is celebrating its 20th anniversary of the launch of TheraTears®. Akorn remains wholly dedicated to pursuing Dr. Gilbard's mission of complete dry eye relief for everyone. We continue to conduct dry eye research and bring safe, effective, science-based products to market.

TheraTears® products are a unique, science-based therapy designed to be used together to restore, cleanse and nourish patient's eyes.

The most recent study shows that TheraTears® Therapy works together to relieve dry eye signs and symptoms.



Alcon Laboratories, Inc.

www.alcon.com

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To help foster closer ties with its eye care professional partners, Alcon was proud to recently announce in August 2016, the newest member of the U.S. Vision Care Professional Affairs Team — **Jeanmarie Davis, OD, FFAO**, Director, Professional Relations and Practitioner Partnerships.



Dr. Davis joined Alcon in 2011 and was most recently Global Head of Vision Care Technical Training, and part of the Global Vision Care Franchise Leadership Team. In her new role, she will work with leaders in contact lens, lens care and ocular surface fields to help deliver better patient outcomes. Dr. Davis will also be responsible for educational and strategic aspects related to the U.S. Vision Care business.

Dr. Mohinder Merchea joined Alcon to lead Medical Affairs in Vision Care for the U.S. and Canada.

In August 2016, Alcon launched a program to help new patients overcome the cost barrier associated with daily disposable contact lenses. The DAILIES® Choice Program allows patients new to DAILIES TOTAL1® or DAILIES® AquaComfort Plus® contact lenses to save \$200 on an annual supply of lenses or \$75 on a semi-annual supply of lenses. For the first time, Alcon is making access to DAILIES® lenses even easier for patients by making DAILIES® Choice a fully digital program where patients can download a rebate from DAILIESCHOICE.com, and then after purchase, digitally submit their paperwork for redemption. Alcon has also provided eye care professionals with tools to help inform patients on the DAILIES® program, including in-office materials, talking points and a DAILIESCHOICE.com tear pad.



In July 2016, as part of Alcon's commitment to helping patients see, look and feel their best, Alcon launched DAILIES TOTAL1® Multifocal contact lenses, increasing the options for

presbyopic patients.



In November, Alcon expanded the parameters of this multifocal lens so even more patients will be able to enjoy Alcon's industry-leading Precision Pro-le™ Design with the breakthrough Water Gradient Technology.

Allergan

www.allerganoptometry.com/

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Allergan strongly believes that a commitment to optometric teaching institutions is a commitment to the future of optometry. The Allergan Academic Partnership program offers a full spectrum of resources for students, residents, faculty, and teaching institutions.

OPTOMETRY JUMPSTART



Allergan, outreach to ODs starts at the beginning of their careers. OPTOMETRY JUMPSTART® provides students and recent graduates with resources and information to help them make a strong start in their profession. Currently, 3100 new ODs and students are registered in the program, including nearly 90% of the class of 2014. For new ODs, OPTOMETRY JUMPSTART® offers resources such as:

- Product samples for patients who need them
- A dedicated Allergan sales representative
- Free 3D patient counseling app for iPad® • Savings programs to help manage costs for eligible patients
- Patient education and counseling materials

Students and recent graduates (2010-2015) can *tap into the power* of OPTOMETRY JUMPSTART® at **AllerganODJumpstart.com**.

PATHWAYS IN MEDICAL OPTOMETRY® Boot Camp



When ODs extend their practices into the medical area, complex administrative requirements can seem daunting. To address these challenges, the PATHWAYS IN MEDICAL OPTOMETRY® Boot Camp provides

practical guidance on growing a successful *full-scope optometry* practice. Attendees of these 1-day courses receive a step-by-step implementation plan for:

- Understanding and implementing ICD-10 codes
- Improving billing and medical record compliance
- Differentiating vision plan visits vs medical plan visits
- And more!

To learn more about this program, visit **AllerganODPathways.com**.

Art Optical

www.artoptical.com

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Advanced design options now available with Ampleye Scleral GP

Art Optical continues to enhance Ampleye capabilities to meet the varied demands of specialty fitters. With Ampleye's **Quadrant Specific Control Technology**, practitioners can independently manage up to 4 quadrants of the scleral landing and limbal lift areas. Each quadrant can be adjusted up to

375um higher or lower from a zero position. Using the Quad Control feature, Ampleye can be customized to compensate for scleral asymmetry as well as vaulting pterygia, pingueculas and limbal scars.



Center-Near Multifocal Available - The standard center near multifocal zone of 2.00mm is adjustable from 1.00mm to 4.00mm in 0.50mm steps, and add powers can be specified from +1.00D to +3.50D in 0.25D steps. Ampleye lenses are competitively priced, backed by Art Optical's comprehensive warranty programs, and manufactured and shipped within 24 hours of order.

Bausch + Lomb

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Bausch + Lomb Specialty Vision Products

(www.bausch.com/svp):
The Bausch + Lomb Specialty Vision

Products (SVP) group is dedicated to delivering innovative products, education and training to fitters of customized contact lenses. Indeed, several recent announcements clearly illustrate the company's strong commitment to support specialty lens fitters with quality educational opportunities and highly experienced consultants. For instance, the company recently announced that **Val Shellman, FCLSA, NCLE-ADV**, has joined the Bausch + Lomb SVP business as a product specialist and will consult with eye care professionals on complex specialty fittings with **Alden Optical and SVP designs**. Mr. Shellman is an industry veteran who brings more than 30 years in practice experience, the last nine of which focused on specialty contact lens fitting at Visionary Eye Associates in Rochester, NY. Like Mr. Shellman, all members of Alden's consulting team are FCLSA-certified and bring a wealth of experience to each consult. Michael Lipson, OD, FAAO has likewise joined the Bausch + Lomb



Specialty Vision Products business. Dr. Lipson is an optometrist and assistant professor of Michigan's Kellogg Eye Center, Department of Ophthalmology and Visual Science, at the Northville

Location. He has joined the Bausch + Lomb Specialty Vision Products business as an independent consultant, responsible for lecturing and training eye care professionals on various specialty lenses with an emphasis on orthokeratology.

Bausch + Lomb Specialty Vision Products is committed to furthering education and support by providing eye care professionals with finished contact lenses for challenging optical conditions such as keratoconus, Pellucid Marginal Degeneration (PMD), and post-refractive surgery. Throughout the year, Bausch + Lomb SVP sponsors numerous training sessions for specialty lens fitters, educating them on lens options for patients with these conditions. For example, this year the company sponsored two hands-on training sessions with scleral lenses for 37 optometry residents at the B+L facility in Rochester. In addition this past September, B+L Specialty Vision Products supported the new Scleral Lens Track at Vision Expo West in Las Vegas. Eye care professionals of all experience levels were invited to attend the track, which included a comprehensive discussion of fitting and evaluation of scleral contact lenses. The courses were taught by renowned experts Melissa Barnett, OD, Stephanie Woo, OD and Barry Eiden, OD.

These efforts, along with SVP's ongoing

financial support to several organizations dedicated to education—including the Scleral Lens Education Society, the International Keratoconus Association, the National Keratoconus Foundation, Vision By Design, and the Global Specialty Lens Symposium and others like them, speak to Bausch + Lomb's commitment to make access to customized lenses more mainstream by educating practitioners on the finer points of advanced design lenses.

To learn more about Bausch and Lomb Specialty Vision Products customized lens options, such as the **Zenlens scleral lens**, the **NovaKone soft lens for keratoconus**, and custom soft multifocals, email: info@bauschsvp.com

Blanchard Contact Lenses

www.blanchardlab.com

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National Sales Director
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Richard Dorer
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Blanchard Contact Lenses leads the way in the evolution of scleral lenses, utilizing

a minimalist approach to design and fitting. The company's commitment to excellence in lens design, workmanship, and proving the highest level of support for practitioners, has earned them an outstanding reputation. Blanchard was recently named one of the "Top 19 vision care leaders in the world", according to a recent global vision market 2016-2020 report.

Blanchard's OneFit™ Scleral Lens Platform, with a standard diameter of 14.9mm, exemplifies their minimalist concept for optimizing benefits. OneFit™ proves that it is possible to fit scleral lenses while maintaining optimal corneal and limbal stem cell oxygenation, with minimal lens mass and tear lens thickness, ensuring long-term corneal health and integrity.

msd™ Select scleral lenses were initially perceived as too small to be effective (15.8mm standard). However, practitioners find them not only effective, but ideal for highly compromised, highly irregular and medically indicated corneas.

Contamac US

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Empowering your vision

Contamac supplies contact lens manufacturing laboratories with silicone hydrogels, hydrophilics and GPs, and is the only manufacturer in the world to offer them the full range of contact and intraocular lens materials. They are proud to be part of an industry that really does make a positive difference in people's lives. As labs continue to perfect new lens designs, they continue to develop new and better raw materials for them to work with.

Greater choice

More choice means better care. Contamac offers three FDA-approved CL material product ranges: Optimum (gas permeable), **Definitive** (silicone hydrogel), and **Contaflex** (hydrophilic). Their Optimum range comes in four Dk variants, plus large diameter (LD) options suitable for scleral lenses. Excellent optical qualities, durability and wettability make the Optimum range a "perfect choice," while its balanced characteristics lend themselves to a variety of lens designs, such as toric, multifocal, and keratoconus, or to suit corneas with a high oxygen demand. Definitive 74 (74% water content) is their own silicone hydrogel developed specifically to be lathe-cut. Its excellent surface qualities, together with its high oxygen permeability, can improve wearer comfort and corneal health. Definitive may be machined in the same manner as any other hydrogel material and is

therefore suited to a wide range of lens designs. Finally, their Contaflex range, which includes GM Advance, the cutting edge in soft lens material innovation. GM Advance uses a unique combination of high-purity monomers to deliver exceptional on-eye stability, durability and water retention.

Education

Contamac recognizes the vital role that education plays in the specialty lens market. Over the years they have provided educational materials and tools for practitioners and students, delivered presentations at optometry schools, supported the Global Specialty Lens Symposium, Contact Lens Society of America and Contact Lens Manufacturers Association, and – most recently – became a platinum level sponsor of the Scleral Lens Education Society (SLS). Contamac is proud to support educational organizations like the SLS, the CLSA, the GPLI, and the AOCLE, and is a proud partner of independent laboratories everywhere.

CooperVision

www.coopervision.com

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CooperVision's Professional & Academic Affairs team is looking forward to hosting their upcoming **Educator's Meeting** on Thursday, January 26th, 2017 in Las Vegas, NV. They are excited to share some new information with us. Following the meeting, attendees are encouraged to attend the GSLS conference.

Johnson & Johnson Vision Care

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Entering the monthly category with ACUVUE® VITA™ Brand Contact Lenses. The company launched ACUVUE® VITA™ Brand, a 30-day daily wear contact lens with new HydraMax™ Technology that provides superior comfort all month long over other leading monthly brands.



In recent surveys of monthly contact lens wearers, more than two-thirds of respondents said they experience

comfort related issues with their lenses at some time during the month. When compared to other leading monthly brands, patient ratings for ACUVUE® VITA™ were superior for 'Overall Comfort' at Weeks 1, 2, 3 & 4. Even competitors' 'Overall Comfort' at Week 1 could not beat ACUVUE® VITA™ comfort at Week 4.

ACUVUE® VITA™ with HydraMax™ Technology is a new non-coated silicone hydrogel formulation. This Eye-Inspired™ Design helps maximize and maintain lens hydration all month long; enhance comfort through a unique Infinity Edge™; and provide UV protection by blocking approximately 93.4% of UVA rays and 99.8% of UVB rays. For more information, visit www.acuvue.com.

Johnson & Johnson Announces Agreement to Acquire Abbott Medical Optics. Johnson & Johnson announced a definitive agreement to acquire Abbott Medical Optics (AMO) for \$4.325 billion in cash. The acquisition will include ophthalmic products in three business segments: cataract surgery, laser refractive surgery and consumer eye health.

AMO is a global leader in ophthalmic surgery and is known for world-class intraocular lenses used in cataract surgery. In addition to the cataract business, AMO has advanced laser

vision (LASIK) technologies. The acquisition also includes AMO's consumer eye health products – over-the-counter drops for dry eye, as well as multipurpose solutions and hydrogen peroxide cleaning systems for patients who wear contact lenses.

The transaction is expected to close in the first quarter of 2017. The closing is subject to antitrust clearance and other customary closing conditions.

Focusing advocacy efforts to defend regulation of the contact lens industry Johnson & Johnson Vision Care, Inc. announced its renewed and continued commitment to advocate in support of the doctor-patient relationship and against legislation that threatens to undermine patient health and deregulate the industry. For more information, visit www.injvisioncareinfo.com.

Metro Optics

www.metro-optics.com

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Since the introduction of the InSight Scleral lens earlier this year, response has been astounding. Practitioners are excited about how easy it is to fit the InSight and are impressed by the excellent visual outcomes and low dropout rates. Developed in conjunction with Dr. Neil Hodur and Dr. Jennifer

Harthan from the Illinois College of Optometry, the InSight Scleral from Metro Optics can be successfully fit on virtually anyone. It provides a stable and comfortable fit while maximizing visual potential in cases where soft lenses and intra-corneal rigid lenses cannot provide acceptable vision and/or comfort. Using our unique HHM Technology, the InSight Scleral can also deliver multifocal correction up to 3 diopters of ADD power. This innovative feature now allows both normal and compromised cornea patients to experience excellent distance and reading correction in a remarkably comfortable lens. Practitioners appreciate the easy to follow fitting approach, online training modules and expert consultation services. Diagnostic fitting sets are available for all irregular cornea cases including Keratoconus, Trauma, Post Surgery and other related irregular corneas. For standard cornea cases including Corneal Surface Diseases a simple Empiric Fitting approach was developed to reduce patient chair time.



Metro Optics bring to the market the most sophisticated lens designs and simplified, innovative fitting systems such as Kerasoft IC, a soft lens for keratoconus and post-surgical corneas which is the only soft lens of its kind made from a silicone hydrogel material which is the best for the overall health of your patient's eyes.

Metro Optics mission for over 43 years is to provide eye care professionals with quality contact lens products and expert consultation services to enhance their practices' profitability and improve the quality of life of their patients. Visit their newly updated website, www.metro-optics.com to view their entire product line and see how you can better manage your contact lens patients.

Paragon Vision Sciences

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After fourteen years of FDA approval for overnight orthokeratology with Paragon CRT® Contact Lenses, and over 1.5 million lenses in use, eye care professionals and consumers, worldwide, have benefited from Paragon CRT® as a safe and efficacious treatment option for myopia management.

Paragon Vision Sciences is a visionary company focused on technologically advanced ocular device designs in the orthokeratology and scleral lens categories.



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www.paragonvision.com

Recent Press Release (partial):
MESA, Arizona - November 9, 2016 - Paragon Vision Sciences, Inc. ...announced its new owner as Joe Sicari ("Sicari"), entrepreneur and the former majority shareholder of the Company. Sicari formed a company to acquire Paragon from Valeant Pharmaceuticals International following their brief ownership period...Sicari and his team are confident in the ability to reestablish Paragon's image as a respected and trusted global leader in orthokeratology, with its flagship product, Paragon CRT® Contact Lens, new scleral technology with the rapid expansion of the ICD® brand and its gas permeable material line, with its unparalleled Paragon HDS® polymers... Paragon Vision Sciences is a visionary company with more than 40 years of commitment to research and development of advanced gas permeable materials. Sharp focus on technologically-advanced ocular device design, superior manufacturing standards, and a drive for global clinical acceptance of corneal refractive therapy for the management of myopia, led by evidence-based clinical outcomes, has positioned Paragon as an industry leader in serving the global specialty contact lens market. Paragon Vision Sciences is based in Mesa, Arizona, a suburb of Phoenix. The Company was involved in a 10-year R&D project with NASA, involving studies aboard three Space Shuttle missions. This project led to the

development of the technology behind the oxygen-permeable material used in Paragon CRT® Contact Lenses, Paragon HDS®100.

Truform Optics

www.tfoptics.com

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As TruForm Optics celebrates their 40th anniversary they continue to develop their unique specialty GP lens designs. They are excited with the success of their DigiForm 16.6 Scleral lens with built in fitting scales, laser engraved base curves on all trial lenses. Their DigiForm Scleral lenses are all available in toric, quadrant-specific, and bifocal options. Truform is pleased to offer all their scleral and corneal lens designs, including their segmented multifocals (unparalleled acuity at all distances), for workshop opportunities at our Schools of Optometry. Please let them know how they can help support your programs!



Valley Contax

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2016- What a year for education! Valley Contax had a tremendous 2016 and they had a lot of fun working with the educators around the country. Valley Contax sponsored over 30 lectures and workshops in 2016 and are even better prepared in 2017 for continued support of the efforts at every institution around the country. Their Extern 5 Pak Program enters its 3rd year and to date they have supported the young practitioners with over 10,000 complimentary trial lenses sent.



Extern 5 Pak

Valley Contax would like educators to share with them how their support has worked for their respective schools and if there is anything that they can do better. Valley Contax added its 8th regional education consultant this year with the addition of Dr. Carl Kramer in the Midwest. Dr. Kramer completed a

Cornea and Contact residency at UMSL and is in private practice in Kansas City. They are very proud of their extraordinary lineup of young educators. If you haven't already, reach out to the educator in your area for support on a workshop or further specialized education anytime.

Valley Contax has developed and perfected 3 new dynamic additions to the Custom Stable line of lenses. With our globally successful CS Elite (toric haptic) serving as the platform, Valley Contax has developed the CS Aurora. A Scleral multifocal that employs an aspheric add on the dominant eye, and an aspheric "regressive" add on the Non Dominant eye. The CS Aurora is available with toric cylinder control options as well. The Custom Stable Elite now has the ability to be quadrant specific. This troubleshooting technique is effective to stop tear exchange or uncomfortable edge lift, as well as address areas of compression. Finally, they have finalized the details on their CS Edge Vault series of lenses. This technique utilizes the quad specific technology to scoop over extreme raised areas of the cornea. Their superior systems can achieve 750um of clearance of pterygiums, etc. In February 2017, Valley Contax plans to launch their Winter Webinar Series. This 5 part scleral themed webinar lineup will be performed by their regional education consultants and is sure to be informative and entertaining. Stay tuned for exact

dates and times. In closing, Valley Contax is very proud to be part of this incredible time of evolution in custom contact lenses. "As educators you have embraced the change that is happening and because of that we are all accomplishing the goal of getting life changing products to people in need. It takes forward thinking confident people to embrace change and we have not disappointed the patients that need us."



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