

EYE on EDUCATION

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Creating ASCO's Roadmap for the Future



Dr. David A. Heath

As shared in this issue, ASCO is engaged in a [comprehensive strategic planning process](#) for the first time in more than a decade. Strategic planning is always a complex and challenging endeavor, but it is an absolutely essential component for the long-term success of any organization. As we're all aware, health care is in the midst of very rapid change, and as educators of future practitioners, it is our responsibility to remain ahead of these changes so that our students can become productive and successful professionals. Creating a fundamentally sound strategic plan is critical for developing the roadmap that ASCO needs for the future.

In order for us to succeed in the strategic planning process, it is critical to be able to identify some foundational characteristics about who and what ASCO is as an organization. Our March strategic planning meeting in Scottsdale, Ariz., enabled us to make some great progress on many of these fronts, but perhaps the most interesting discussion was around a simple question: Who do we serve? Is it ASCO member institutions, our students, the profession or the broader public well-being? Our current mission statement includes the following; *"The mission of the Association of Schools and Colleges of Optometry is to serve the public through the continued advancement and promotion of all aspects of academic optometry."* This certainly reflects the ultimate beneficiary of what we do, but the range of views that were expressed during the planning meeting was eye-opening for me and reinforced the importance of these processes in creating alignment within organizations such as ours.

There's little doubt that the work we do at ASCO serves many constituencies, and it is important to keep them all in mind as we develop our strategic plan. It is also important for us to have a clear and concise notion of how best to serve each of them. Last month's planning meeting enabled us to take the critical first steps that we needed to take in order to achieve this vital organizational goal. I am excited to see where this process will take us in the months ahead.



Dr. David A. Heath

ASCO Mobilizes Strategic Planning Process



ASCO initiated a new strategic planning process in March.

The ASCO Strategic Planning Task Force, ASCO Board of Directors, ASCO staff and other invited guests convened for a first strategic planning session. Not since 2002 has ASCO embarked on a comprehensive Strategic Plan.

The day-long planning session, adjacent to the [Board of Directors meeting](#), was held in Scottsdale, Ariz. Divided into four groups, all participants contributed in various exercises that included:

- identifying stakeholders and their needs and wants
- analyzing ASCO's SWOT (strengths, weaknesses, opportunities and threats)
- discussing ASCO's core values
- developing a vision statement
- prioritizing strategic goals

The group was very engaged and discussion was lively. Next steps for the Strategic Planning Task Force will be to keep the momentum going by discussing ASCO's future strategic objectives, brainstorming programs, surveying stakeholders on specific topics and ranking new ideas.

Information on ASCO's Strategic Plan progress will appear in future editions of *Eye on Education*.

ASCO Now a Member of IPEC



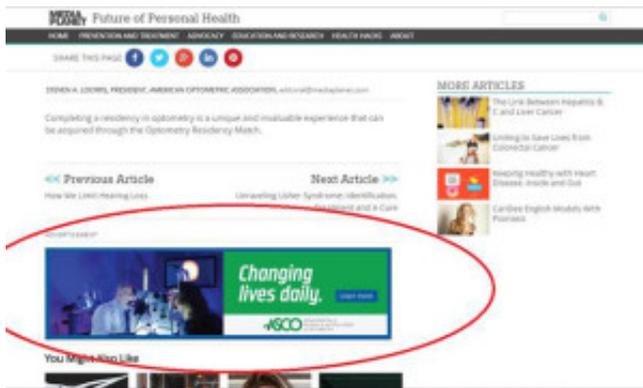
Interprofessional Education Collaborative

Connecting health professions for better care

ASCO is one of nine new members of the Interprofessional Education Collaborative (IPEC) approved by way of a new institutional membership category. The move expands IPEC's representation of associations of schools of the health professions to 15. IPEC was established in 2009, and ASCO was its first "Supporting Organization."

The other new institutional members are: American Association of Colleges of Podiatric Medicine, American Council of Academic Physical Therapy, American Occupational Therapy Association, American Psychological Association, Association of American Veterinary Medical Colleges, Association of Schools of Allied Health Professions, Council on Social Work Education, and Physician Assistant Education Association.

ASCO Partners with MediaPlanet in National Vision Awareness Campaign



One of ASCO's ads in the vision and hearing campaign, "Changing Lives Daily."

ASCO recently participated in a MediaplanetUSA national campaign to raise awareness about maintaining healthy vision and hearing by placing ads calling attention to optometry as a desirable career choice. Part of the campaign is a print supplement that was distributed with USA Today on March 18. The supplement contains information about new technologies to help those with hearing and vision impairment as well as expert advice on how to protect these valuable senses. It also harnesses the star power of actor Jake Gyllenhaal, who tells his personal story of struggling with poor vision from a young age.

The campaign also involves multiple social media outlets and is expected to reach approximately 2 million people. Read Gyllenhaal's story [here](#), "5 Ways You Can Improve Your Vision This Year" [here](#), and find other vision and hearing articles through MediaPlanet's Future of Personal Health main page by clicking [here](#).

ASCO Supports Contact Lens Consumer Health Protection Act

ASCO has signed on as a supporter of S. 2777, a bill introduced in the U.S. Senate by Sen. Bill Cassidy (R-LA) on April 11. The bill, also known as the Contact Lens Consumer Health Protection Act, aims to modernize the prescription verification process for contact lenses and clarify consumer protections regarding false advertising of contact lenses.

To address patient and prescriber concerns, the bill updates existing statute and clarifies Federal Trade Commission (FTC) regulations in the following ways:

- alleviates the flood of robo-calls to prescriber offices by allowing prescribers to choose a preferred method of communication from sellers
- calls for sellers of contact lenses to provide doctors with a working (i.e., manned) toll-free number and an e-mail address for more rapid communication
- preserves accuracy of contact lens sales by creating records of prescription expiration dates that the sellers must maintain
- prevents prescribers' medical concerns from being ignored; if prescribers raise concerns about improper substitutions or modifications to prescriptions, the bill ensures that patients can have a valid prescription filled, even in cases of sellers attempting to get an inaccurate prescription filled
- provides safeguards against patients getting the wrong contact lenses, while ensuring rapid access to contact lenses
- protects consumers against false advertising from sellers offering contacts without a valid prescription
- clarifies FTC's jurisdiction over business practices of all online sellers of contact lenses who sell to Americans, and updates the penalties the FTC may impose on violators

In addition, S. 2777 calls for a study that will look into violations of the 2003 Fairness to Contact Lens Consumers Act (FCLCA), FTC enforcement of the FCLCA, adverse effects to consumers of bad business practices in this sector, and the prevalence of overfilling and improper filling of contact lens prescriptions.

ASCO Turns 75: Send Us Your Vintage Pictures

As part of commemorating its 75th anniversary this year, ASCO is looking for historical pictures related to its member institutions for presentation during the Annual Meeting in June. Do you have any pictures from the first day your institution opened? Or during the ribbon ceremony for a new facility? Your first Dean or President?

Any and all vintage pictures are welcome. Please ensure all appropriate releases are signed before sending photos to ASCO. [E-mail Kimberly O'Sullivan](#) for more information and details about how to send pictures.

ASCO Welcomes 23rd Member



The [Chicago College of Optometry at Northwestern University](#) is ASCO's newest member. The college's inaugural class of approximately 60 students will begin their studies in fall 2017. The new four-year program, located in Downers Grove, Ill., will provide a strong foundation in the basic and visual sciences, the application of scientific principles to diagnosis and management of eye disorders, and extensive patient care experiences under the supervision of expert optometric faculty members.

The university appointed Dr. Sunny M. Sanders as Founding Dean of the new college. Previously, Dr. Sanders was an Associate Dean and Associate Professor at Northwestern University - Arizona College of Optometry.

Dr. Walls Returns to ASCO Board



Dr. Lesley L. Walls

Dr. Lesley L. Walls, Founding Dean of the MCPHS University School of Optometry, has returned to serve as Dean again. He has also returned to a seat on the ASCO Board of Directors. Dr. Walls had been a member of the Board in the past and was the Association's President in 1994/1995. He has also served as President of the Southern California College of Optometry and as Dean of the Northeastern State University Oklahoma College of Optometry and Pacific University College of Optometry.

China Re-Affirms its Gratitude for Dr. Heath



Dr. Heath with Zhang Qiyue, Consul General of China in New York.

ASCO President Dr. David A. Heath was honored at a gala event at the Consulate General of China in New York in March as one of 10 of the region's past recipients of major Chinese honors. This was the first time that China's Consulate General in New York had gathered a group of major foreign honorees in one venue.

In 2010, Dr. Heath received the Friendship Award in Beijing from China's Vice Premier Zhang Dejiang. The award is China's highest honor for foreign experts who have made outstanding contributions to the nation's economic and social progress. Dr. Heath received the honor for his decades of work in China with the Wenzhou Medical University, the Ministry of Public Health and the medical education system to increase the quantity and quality of primary eye care providers.

Number of Optometry Residency Positions Increases



National Matching Services Inc.

The results of ASCO's Optometry Residency Match ([ORMatch](#)) for 2016 were released on March 7. This year, 223 optometry residency sites, which had 429 available positions, participated. Last year, 210 participating residency sites had 411 available positions. In 2016, 81% of positions were filled, and 72% of applicants matched with a program. Matched applicants submitted an average of 4.5 applications each. After the match, unmatched applicants and programs with open positions are free to contact each other directly, independent of ORMatch, to fill available positions.

ORMatch, which is administered by National Matching Services Inc., is in its fourth year of operation since being established by ASCO. It matches students and optometry residency programs based on a mutual ranking algorithm. Questions about ORMatch can be e-mailed to [Paige Pence](#), Director of Student and Residency Affairs.

Optometry Makes the A-List(s) Yet Again



Earlier this year, U.S. News & World Report listed optometrist as one of ["25 hot jobs that pay more than \\$100K."](#) It prefaced the list with: "If work-life balance, low stress and plentiful growth opportunities are the ingredients of a great career, then a fat paycheck is the cherry on top. Like it or not, earning a living wage is a huge part of job satisfaction."

Optometry also placed on three [other lists](#) recently compiled by the publication: Best Job, Best Paying Job and Best Healthcare Job.

Report Tracks Research at ASCO Member Schools

ASCO's 2014-2015 Research Survey Report was distributed to the ASCO Board of Directors in March. The survey now covers the period July 1-June 30 rather than Oct. 1-Sept. 30 as in prior years. Another change to this year's survey is that projects are listed by research expenses rather than grant amount. Research expenses reflect what the program actually earned during the period July 1-June 30. In addition, research conducted by subcontract collaborators, i.e., optometry schools that are collaborating centers on research subcontracts, is now listed in a separate table and not counted in the totals listed below.

Total research expenses at ASCO member institutions during the report period were approximately \$25.85 million. (Some amounts are approximate and some were not available. One school didn't participate in the survey.) The National Eye Institute (NEI) of the National Institutes of Health (NIH) funded more projects by far (110) than any other source. The combined research expenses for NEI projects were approximately \$16 million. Other top expenditures (excluding industry) were for projects funded by NASA, Brien Holden Vision Institute, the NIH's National Institute of Allergy and Infectious Diseases, Cystic Fibrosis Foundation and the U.S. Department of Defense.

A new table in the report lists industry-funded research separately by category and shows that the highest percentage of industry-funded research expenditures was in the area of contact lens research (53.1%), followed by technology research (20.3%) and pharmaceuticals (19.8%). There were no reported expenses for spectacles research during the report period. The balance (6.7%) was "other" research.

The Research Report includes research facilities information, a list of industry-funded research expenses by category and by school, a list of other research expenses by school, a list of subcontract collaborators by school, and top research sources and expenditures. A list of the top research sources and expenditures can be found [here](#).

Student Award in Clinical Ethics



Krystal Chee

ASCO and the Ethics Educators SIG are pleased to announce Krystal Chee as the winner of the 2016 Student Award in Clinical Ethics. This annual national award provides the winner with a \$1,000 award check and an acrylic engraved plaque.

Krystal is a student at the University of California at Berkeley School of Optometry and is expected to graduate with her Doctor of Optometry degree this year. Her winning essay, "Rehabilitation of the Ethical Issues in Low Vision," will be featured in the [Journal of Optometric Education](#) in July.

Tune in to the Latest ASCO Podcast

Check out [Education Enhanced Through Patient Care](#), the latest addition to ASCO's series of podcasts. This installment features Dr. Nathan Lighthizer, Assistant Dean of Clinical Care Services and Assistant Professor at Northeastern State University Oklahoma College of Optometry, and Dr. Elizabeth Steele, Associate Dean for Clinical Affairs and Associate Professor of Optometry at the University of Alabama at Birmingham School of Optometry. They discuss the importance of having both didactic learning and patient care as part of Doctor of Optometry degree programs.

All of the schools and colleges of optometry incorporate patient care into their programs, which begins at different stages in different programs. Students first observe and then participate in patient care at their own institution's clinics and then rotate through outside clinics and other healthcare facilities near the end of training. The clinical programs at the schools and colleges of optometry are valuable resources for the communities they serve. Patients often include the underserved and underinsured. Optometry students also participate in community service programs, where they see firsthand how systemic disease affects the eye and learn to interact and with other health professionals. All of these patient care experiences solidify the knowledge students obtain from their basic science and clinical skills courses and provide invaluable, real-world experiences, "things you can't learn from a book," as Dr. Lighthizer notes.

Vision Science Librarians Win Distinguished Achievement Award



Members of the Association of Vision Science Librarians.

The [Association of Vision Science Librarians](#) (AVSL), which serves as the ASCO Vision Science Librarians SIG as well as a SIG for the Medical Library Association (MLA), is the winner of the MLA's 2016 Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences. The Association was nominated for its paper, Standards for Vision Science Libraries: 2014 Revision, which was published in the Journal of the Medical Library Association.

AVSL is a collaborative, international organization composed of professional librarians, or persons acting in that capacity, whose collections and services include the literature of vision. Members work within libraries that serve educational institutions, eye clinics and hospitals, and private companies with an interest in eye or vision-related products and services. Over the course of its 47-year existence, AVSL has worked on a range of projects in support of those with optometry, ophthalmology, and other vision science information needs.

The Louise Darling Medal was first presented in 1988. A variety of contributions and achievements may be nominated for the award, including overall distinction or leadership within collection development, production of a definitive publication related to collection development, teaching of collection development, and development of an extraordinary national information resource or collection in any format.

This year's recipients of MLA awards, grants and scholarships will be honored at the Presidents' Awards Dinner at the Fairmont Royal York, Toronto, ON, Canada, on May 17.

Want to Waive Your \$1,500 Board Certification Exam Fee?



ASCO and the American Board of Optometry (ABO) are currently offering a special benefit to qualified, full-time optometry faculty. ABO will waive the \$1,500 examination fee for faculty members who sign up to take the July 2016 Board Certification exam and agree to complete a one-time feedback survey about the exam and to review and provide feedback on one Self-Assessment Module or one Performance in Practice Module prior to publication. New modules are published throughout the year and ABO asks that a review assignment be accepted once within three years of taking the exam.

The offer is available only to full-time faculty at ACOE accredited optometry programs. For more information, [e-mail the ABO](#). Those wishing to take advantage of the opportunity need to [apply online](#). (There is a \$300 application fee and 150 hours of post-graduate requirements that must be met. Required hours can be met in various ways, including a recent residency, CE hours, fellowship, years in active clinical practice and various scholarly activities.) Once approved to sit for the exam, the \$1,500 exam fee can be waived by e-mailing the [ABO Operations Manager](#) or calling (314) 983-4234.

In a recent letter to faculty, ABO Chair Dr. Barbara L. Reiss noted, “A well-structured board certification program has put optometrists on par with our ABMS colleagues and is becoming increasingly recognized by employers, third-party payers and the public as a necessary credential. Our intent at ABO is to work together with ASCO to educate and prepare future ODs and then provide them with a path to continue that learning throughout their professional career.”

The Desert Southwest Hosts ASCO Board of Directors Meeting

On March 10, 2016, ASCO's Board of Directors gathered in Scottsdale, Ariz., for a condensed, but no less productive, meeting.

Two new optometric institutions were welcomed as members of ASCO: the [University of Pikeville Kentucky College of Optometry](#) and the [Chicago College of Optometry at Midwestern University](#). Both Founding Deans, Dr. Andrew Buzzelli and Dr. Sunny M. Sanders, spoke about their institutions.

Outcomes from the meeting included:

- Excitement and anticipation to gather the [Strategic Planning Task Force](#) and other invited guests to begin developing the first comprehensive strategic plan ASCO will execute since 2002.
- A joint meeting with the board of trustees of the American Optometric Association (AOA), where key challenges to the profession were discussed.
- The IOCCC (Inter-Organizational Communications and Cooperation Committee), consisting of ASCO, the AOA, the Association of Regulatory Boards of Optometry and the National Board of Examiners in Optometry, will gather each group's communications personnel to work more collaboratively.
- The establishment of a special committee to explore the possibility of instituting a subspecialization in Low Vision Rehabilitation.
- A partnership with the American Board of Optometry that waives the \$1,500 board examination registration fee as a [new benefit](#) for all full-time faculty at ASCO schools and colleges beginning in July 2016.
- ASCO's endorsement of House Bill H.R. 4223 (also known as the Post Grad Act), which would reinstate federal Stafford loans for graduate and professional students.
- The Joint Project Team on Further Developing A Robust, Diverse and Highly Qualified National Applicant Pool reported on paid media and direct mail campaigns; optometry [videos](#) and [podcasts](#); an increase of more than 6,000 visits to the [True Stories](#) landing page in January; an increase of more than 400% in [Eye on Optometry blog](#) views from last July to December compared with the same period the previous year; and the highest number of visits ever to [ASCO's home page](#) in January 2016 in addition to an increase of visits to the [Professional OD Programs](#) section.
- Approval to add ex-officio, non-voting liaisons from ASCO Affiliate members to the International Optometric Education Committee.
- Of particular note among the presentations from ad hoc and standing committees was a summary of ASCO's inaugural [Interprofessional Education and Collaborative Practice Summit](#).
- The Board of Directors chose the winning nominations for ASCO's Lifetime Achievement, Rising Star and Industry Leadership awards for 2016. All winners will receive their awards during the Annual Leadership Luncheon at ASCO's Annual Meeting on June 29 during Optometry's Meeting in Boston. Refer to the next issue of Eye on Education for details about the winners.
- To welcome the Board and invitees to the ASCO Strategic Planning meeting and to Arizona, Dr. Donald Jarnagin and his wife, Sharon, generously hosted a barbecue at their home, making for a wonderful evening for all present.

ASCO's Board of Directors will meet again June 28-29 for the Association's Annual Meeting in Boston.

Butler Promoted to VP, Product Development & Technology



Kevin Butler

M&S Technologies announced the promotion of Kevin Butler to Vice President, Product Development & Technology. According to M&S, the company has made several strides forward that wouldn't have been possible without Butler's expertise, guidance and direction. These include the growth of the Smart System line of products, development of a Clinical Trial Suite of products, which have been approved for measuring ETDRS visual acuity and contrast sensitivity as endpoints in Phase III FDA clinical trials, and several new products in development that are expected to come to market within 18 months.

Also: The [M&S Technologies website](#) has been redesigned for mobile responsiveness.

2015 Best Practices Honorees Chosen



CooperVision®

CooperVision named its inaugural class of 2015 Best Practices. The 10 thriving optometry practices are being recognized for elevating the profession and serving patients in visionary, innovative and even unexpected ways. CooperVision notes that they are leaders in optometry who go above and beyond to find ways to differentiate their practices and deliver exceptional care to their patients, even in the face of increasing competition.

The honorees are:

- Advanced Eye Care Professionals, P.C. – Oak Lawn, Ill.
- Coan Eye Care – Ocoee, Fla.
- Eola Eyes – Orlando, Fla.
- The Eye Doctors – Tampa, Fla.
- Family Eyecare of Roswell – Roswell, Ga.
- San Ramon Family Optometry, Inc. – San Ramon, Calif.
- Somers Eye Center – Somers, N.Y.
- VisionArts Eyecare Center – Fulton, Mo.
- Vision Health Institute – Orlando, Fla.
- Wilson Eye Center – Valdosta, Ga.

All U.S. optometry practices currently fitting contact lenses were eligible to submit themselves for consideration in Fall 2015. Candidates were evaluated and honorees were selected by a panel of judges including Dr. Jason Compton, Compton Eye Associates and a member of the AOA Contact Lens & Cornea Section Council; Dr. Alan Glazier, Shady Grove Eye and Vision; Dr. Andrew Sacco, Sacco Eye Group; Dr. Gary Orsborn, CooperVision's Vice President, Global Professional and Clinical Affairs; and Dr. Michele Andrews, CooperVision's Director of Professional Affairs, North America. Evaluation was based on insights and experiences shared about the practices' innovation, patient experience and business culture.

In the months to come, the 2015 Best Practices will be broadly recognized and presented with opportunities to help educate and elevate the profession through the telling of their stories across the United States. CooperVision intends to make the Best Practices program an annual event. [Read more](#) about each of the 2015 winning practices.

Company Launches Practice Development Program



Hoya Vision North America has launched Seiko Elite, a practice development program [for optometry and ophthalmology practices](#). Developed by eyecare marketing specialists for eyecare professionals, Seiko Elite is a comprehensive marketing, consulting and analytics program. Among other things, the program includes social media assistance, analytics software for insight into key performance indicators, and consulting to keep employees focused on a common goal.

Hoya Corporation acquired 50% of Seiko Optical in 2014. Together, the two have more than 160 years of experience in the industry, which they hope to use to revolutionize both lens production and the way eyecare practices operate. [Contact Seiko](#) to learn more about the Seiko Elite program.

Education Summit includes New Contact Lens for Presbyopia

BAUSCH + LOMB

At the B+Lieve Innovation Summit in March in Orlando, Fla., more than 400 eyecare professionals (ECPs) were introduced to Bausch + Lomb's new Ultra for Presbyopia contact lenses. Ultra for Presbyopia contact lenses are monthly replacement silicone hydrogel lenses that combine the company's MoistureSeal technology with the 3-Zone Progressive design found in Biotrue ONEday for Presbyopia daily disposable contact lenses.

In a survey of patients using lenses with the 3-Zone Progressive design in the balafilcon A material, 96% reported clear vision in front of the computer, 96% reported clear vision using a mobile device, 93% reported clear vision while driving during the day, and 94% reported clear vision at the end of the day. Using the Ultra for Presbyopia simplified fitting guide, ECPs were able to successfully fit 80% of patients in one visit and 96% of patients in two visits.

[Click here](#) for more information on Bausch + Lomb Ultra for Presbyopia contact lenses.

Eye Health Education and Training Center Opens



[Alcon](#) recently opened the Alcon Experience Center, a state-of-the-art comprehensive eye health education and training center located on the company's Fort Worth, Texas campus. The Experience Center integrates products and technologies from Alcon's three businesses: Surgical, Ophthalmic Pharmaceuticals and Vision Care. It serves as a global training hub where physicians, students and Alcon employees can learn about the latest advancements in ophthalmology and optometry.

With 36,000 square feet of hands-on training space, the facility showcases a broad portfolio of innovative products and technologies in a manner that provides a realistic practice environment. In addition to hands-on training for doctors and Alcon associates, the Center will host high school and university students throughout the North Texas region as part of the company's efforts to promote education in science, technology, engineering and math (STEM) in Fort Worth and the North Texas community.

Also: Alcon's Clear Care Plus with HydraGlyde hydrogen peroxide contact lens cleaning solution was named [Product of the Year](#) in the Eye Care category of the 2016 Consumer Survey of Product Innovation. The award is based on a nationally representative survey of 40,000 consumers across 29 categories.

FDA Clears Optical Coherence Tomography Angiography System



The FDA has cleared Optovue's optical coherence tomography angiography system, the [AngioVue System](#), for commercial sale. AngioVue provides a new, non-invasive way to visualize abnormal blood vessels in the retina to help physicians determine an appropriate course of treatment.

In less than three seconds, the AngioVue System acquires a single image that complements the current angiography imaging standard, fluorescein angiography (FA), but with a number of advantages. Unlike FA, the AngioVue System does not require the use of dye injections, which can often obscure the target anatomy and can lead to side effects and other complications associated with dye-based, invasive procedures.

National Survey: Employees Increasingly Elect Vision Benefits



According to the 2016 annual Employee Perceptions of Vision Benefits survey conducted by Wakefield Research for Transitions Optical Inc., vision benefits remain a popular election among employees, with eight in 10 choosing to enroll in employer-sponsored plans. In addition, a year-over-year comparison of the surveys showed that vision is the only benefit to experience increased enrollment. All other standard offerings (medical, dental, life, 401K programs) saw slight decreases compared with 2015. After medical, vision insurance tied with dental as the second most popular election, due to the growing number of employees enrolling. This is the first time in Transitions Optical's history of surveying employees that vision benefits ranked as the No. 2 most popular election.

The survey also found that more than three-quarters (77%) of those enrolled in a vision plan have used it to pay for all or part of a comprehensive eye exam for themselves in the past year. However, utilization varies among generations. Millennials were the demographic group most likely to take advantage of their vision benefits. Nearly 30% of employees aged 18-34 said they used the vision benefits more than once to pay for an eye health appointment in the past year, compared to 18% of Gen Xers and 17% of Baby Boomers.

To help elevate the importance of eye exams and quality eyewear available through a vision benefit, Transitions Optical offers a variety of employee and employer focused tools and education. These can be accessed free of charge through the Transitions [Healthy Sight Working for You](#) public education program.

New Specular Microscope, Instrument Stand



Topcon has introduced two new tools for eyecare offices, the IS-5500 Instrument Stand and the SP-1P Specular Microscope.

The IS-5500 Instrument Stand features several new functions, including a white LED overhead lamp, a smaller and more compact design that brings the control panel and charging wells closer to the user, and an illuminated liquid-proof membrane control panel that allows easy operation in darkened environments and provides full control of the stand, chair and room light functions. The EZ-Lock Brake Release mechanism enables effortless movement and easy storage between exams.

The SP-1P Specular Microscope is fully automated and designed for documentation and analysis of the corneal endothelium. Its 10.4-inch rotatable touch panel monitor eliminates the need for a control lever and can be turned to various angles, allowing operation of the instrument from virtually any position. The microscope offers comprehensive Analysis Software and a Wide Angle "Panorama" Photography Mode that substantially increases the size of the analyzed area.

For more information, visit the [Topcon website](#).

Toric Contact Lenses Improved Visual QoL in Study



VISION CARE, INC.

Johnson & Johnson Vision Care Inc. recently presented data from a study showing that [1-Day Acuvue Moist Brand Contact Lenses for astigmatism](#) [etafilcon A toric soft contact lenses (TCLs)] resulted in significant improvements in quality of life (QoL) measures compared with its spherical soft contact lens (SCL) counterpart for patients with astigmatism.

Researchers fitted 60 current SCL wearers age 18-45 with -0.75 to 1.75DC binocularly with a SCL and its toric counterpart for one week each. A validated patient-reported outcomes questionnaire was used to assess the lenses' impact on vision-specific QoL, fitting time and success.

Results showed improved visual QoL scores for patients wearing TCL compared to those wearing SCL (overall 74.9% vs. 67.6%; vision clarity 75.7% vs. 50.1%; correction satisfaction 79.7 vs. 62.0%; all $p < 0.05$). Fitting time was similar for TCL and SCL (10.1 vs. 9.0 minutes, respectively) and there was no difference in number of lenses needed for a successful fit (an average of 1.2 for both).

The data were presented at the scientific research symposium of the British Contact Lens Association, which was held during the Netherlands Contact Lens Conference.

Three Students Awarded Grants



[National Vision Inc.](#) has announced the three winners of its 2015-2016 grant program:

- First place: Vy Pham, NOVA Southeastern College of Optometry, Class of 2017
- Runner-up: Emma Budraitis, University of Alabama Birmingham, Class of 2016
- Runner-up: Francesca Sefton, New England College of Optometry, Class of 2017

To compete for the grant awards, third- and fourth-year optometry students from across the United States submitted an essay or video describing their perspectives on the need for affordable, primary eye care in today's changing healthcare environment. The first-place winner receives \$5,000, and the runners-up receive \$1,000.

According to Alex Louw, National Vision's Senior Vice President, Professional Services, "It's essential that this next generation of eyecare professionals understands how important affordable, primary care optometry is in our communities. The winning submissions truly showed an understanding of the barriers people face when it comes to accessing eye care and encouragingly proved that they are prepared to take responsibility in combating these barriers in their future careers."

ICO Partnership with Schools has Measureable Impact



A student tries on frames received through the Illinois Eye Institute at Princeton Elementary.

The Illinois College of Optometry (ICO) celebrated the five-year anniversary of the Illinois Eye Institute at Princeton Elementary, a partnership with Chicago Public Schools that assists students who are unable to receive comprehensive eye exams after failing school vision screenings. With the five-year anniversary came the results of a study that shows students' GPAs and math test scores improve after visiting the clinic. The clinic has helped more than 31,000 students.

Dr. Reich to Take Helm at SCO



Dr. Lewis Reich

An investiture ceremony for Dr. Lewis Reich, the new President of Southern College of Optometry (SCO), is planned for May 13 in Memphis, Tenn. Dr. Reich, who had been serving as Interim President, will be formally installed as the college's seventh president.

Also: SCO planned to award two honorary degrees at its commencement ceremony in May. U.S. Senator Dr. John Boozman, a 1977 SCO graduate and the only optometrist serving on Capitol Hill, will receive the honorary Doctor of Ocular Science degree. President Emeritus Dr. William E. Cochran, a 1968 SCO graduate, will receive the Doctor of Humane Letters degree. Dr. Cochran served as ASCO President during his tenure as SCO President (1984-2007) and was inducted into the National Optometry Hall of Fame in 2012.

Research Prize Supports NSU-Led Study of Telerehabilitation



Dr. Ava Bittner

A multidisciplinary team led by Dr. Ava Bittner, Associate Professor at Nova Southeastern University College of Optometry, has been awarded a \$10,000 research prize from [Envision](#) to fund a one-year investigation into the efficacy of telerehabilitation. The team will evaluate the use of HIPAA-secure videoconferencing to deliver follow-up low vision services to visually impaired individuals who live in remote areas or otherwise have difficulty getting to a specialist's office.

The winning entry, "Feasibility of Telerehabilitation for Low Vision," was a result of a research proposal development seminar held during the 2015 Envision Conference in Denver. It was selected from multiple entries submitted for Envision's inaugural Research Proposal Competition, an initiative sponsored by the Envision Research Institute. Details about the 2016 Research Proposal Competition will be announced in September.

IUSO Researchers Developing Sideline Concussion Detection Device



IU researchers assess athletes' eye movement and balance.

The research initiative started in 2010 by Dr. Nicholas Port, Assistant Professor at Indiana University School of Optometry (IUSO), and Dr. Steven A. Hitzeman, IUSO Associate Professor Emeritus, is more timely than ever. They are developing a portable sideline device that will be able to quickly detect signs of mild brain trauma. The focus of their work, the acute phase of concussive events, puts them on the cutting edge of concussion research.

The researchers gathered baseline data on the eye movements and balance of IU athletes and have expanded data collection to include Bloomington North and South high schools and local club and youth sports. To measure concussion symptoms, Port devised a system that consists of eye-tracking goggles within a shoebox-sized device and a balance platform based on technology in Nintendo's Wii gaming system. "The data indicate that some ocular and motor performance can be severely impaired during the acute phase of a concussion, which is the first 10 minutes to an hour after a concussion occurs," Dr. Port said. "The research being conducted will add an objective approach to this problem by developing a device that not only measures symptoms on-site but eliminates an athlete's ability to fool trainers, physicians and coaches into thinking they are fit to play."

Grants from the National Institutes of Health and the Indiana Spinal Cord and Brain Injury Research Fund have helped to support the research.

KYCO Fills Faculty Positions



Dr. Gregory S. Moore

The University of Pikeville Kentucky College of Optometry (KYCO) appointed Dr. Gregory S. Moore as a Senior Clinical Instructor of Optometry. Dr. Moore has a vast base of practice experiences ranging from serving as optometrist for the Chicago Cubs to owning and working as clinical director of the West Virginia Laser Eye Center LLC. Dr. Moore has been involved extensively with the use of platelet rich plasma in the treatment of ocular surface disease. As a result of his research and clinical experience, he holds multiple patents and has shared his expertise in textbooks and numerous peer-reviewed journal articles. He served two terms as president of the West Virginia Board of Optometry and is currently Vice President and President-Elect of the Association of Regulatory Boards of Optometry.



Dr. James Rogala

KYCO also announced that Dr. James Rogala joined the faculty as Associate Professor of Optometry. Dr. Rogala is an experienced optometric educator who specializes in ocular disease. Most recently, as an Associate Professor at Western University of Health Sciences, he was course leader for diagnosis and treatment of the posterior segment, diagnosis and treatment of the anterior segment and special procedures in optometry, as well as a major lecturer for neurological disease diagnosis and treatment. From 2007 until joining the faculty at Western University in 2011, Dr. Rogala taught ocular pathology at the University of Auckland in New Zealand, where he was course coordinator for diseases of the eye and visual system: diagnosis and management.

NECO Appoints VP and Dean of Academic Affairs



Dr. Robert B. DiMartino

New England College of Optometry (NECO) has appointed Dr. Robert B. DiMartino to the position of Vice-President and Dean of Academic Affairs. According to NECO President Dr. Clifford Scott, “Bob joins us with his impressive background as a leader, researcher, teacher, clinician and academic administrator. As President, I could not be happier about this appointment and believe Bob will bring new energy and strength to each of these pivotal areas, building on the excellence of his predecessor, Dr. Barry Fisch.”

Dr. DiMartino had been serving as Professor of Vision Science and Clinical Optometry and as Chair of the Committee for the Protection of Human Subjects at the University of California at Berkeley School of Optometry. He owns and manages a group private practice that utilizes the latest technology to facilitate quality patient care. It also serves as a beta test site to validate new instruments and techniques that ophthalmic manufacturers will eventually bring to the marketplace. “Bob’s professional career embodies his commitment to optometric education, clinical excellence and research,” Dr. Scott said. “He is an advocate for research and the profound role it plays in providing progressive and cutting edge clinical programs.” Dr. DiMartino’s epidemiological research has centered on cataract development in at-risk populations. He’s currently investigating the anatomical characteristics of the ocular anterior chamber and the associated risk factors for acute angle closure glaucoma.

Optos Takes the Wide — and Long — View to Improve Patient Care



At [Optos](#), our vision is to be THE retina company and to be recognized as a leading provider of devices to eyecare professionals for improved patient care. In 2000, we delivered the first and only retinal imaging device that could capture 200° or 82% of the retina (optomap images). The ability to clearly image that much of the retina — in one capture, and in less than one second — significantly influences the way eyecare professionals can examine their patients' eyes. An optomap image provides a bigger picture and more clinical information, which facilitates the early detection, management and effective treatment of disorders and diseases evidenced in the retina. Retinal imaging can also indicate evidence of non-eye or systemic diseases such as hypertension and certain cancers.

Our [Daytona](#) and [California](#) devices have much smaller footprints that offer more imaging modalities in one device than any other retinal imaging device on the market. Color, red-free and autofluorescence imaging modalities are included in both devices. California features fluorescein angiography and our newest ultra-widefield imaging modality, indocyanine green angiography.

In addition, the image capture and viewing software is considered technically superior according to a number of doctors. When optomap images are viewed, they are an anatomically correct representation of the retina. This is expected with a standard fundus image (10%-45% of the retina). However, when 82% of the retina is imaged, shape bias (like the “Greenland Effect”) must be accounted for. Our technology presents optomap images in a consistent geometry that accurately represents anatomical features in the retina.

Optos is committed to utilizing the latest technology to manufacture new products and develop software that support optomap as a standard of care thereby helping eyecare professionals around the world save sight and lives. Furthermore, the company continues to strengthen its clinical evidence and expand its disease indications to demonstrate the importance of imaging as much of the retina as possible.

Information for this Industry Spotlight was supplied by Optos and not independently verified by Eye on Education.

Partnership Provides Clear Vision to Underserved Students

For three years now, students in the Northside Independent School District (NISD) in San Antonio, Texas, have benefitted from comprehensive eye examinations provided through a partnership between the district, the University of the Incarnate Word Rosenberg School of Optometry and the Essilor Foundation. To date, 1,300 students have been examined and the university has provided approximately \$150,000 in uncompensated eye care to underserved NISD students. Approximately 1,250 pairs of spectacles, donated by the Essilor Foundation, have been dispensed through the program.



One of 1,300 students to date who have received a comprehensive eye exam provided through a partnership between a San Antonio school district, the University of the Incarnate Word Rosenberg School of Optometry and the Essilor Foundation.

Safilo Renews Partnership with Special Olympics



The Opening Eyes program provides Special Olympics athletes in more than 80 countries with vision examinations, prescription eyewear and referrals for follow-up care.

Safilo Group has announced a new three-year commitment to Special Olympics. The partnership between Safilo and Special Olympics dates back to 2003, and the past 12 years have led to more than 1 million optical frames and sunglasses provided to Special Olympics athletes all over the world. As part of the Special Olympics global health platform made possible through the support of the Golisano Foundation and various stakeholders, the Special Olympics-Lions Clubs International Opening Eyes program provides Special Olympics athletes in more than 80 countries with vision examinations, prescription eyewear and valuable referrals for follow-up care.

“Special Olympics has found that one out of every five athletes competing at Games has never had an eye examination, and more than one in three athletes need a new eyewear prescription,” explains Mary Davis, Acting Chief Executive Officer of Special Olympics, Inc. “Partners such as Safilo are crucial to the success of our Opening Eyes program because together we work to break down the barriers that people with intellectual disabilities experience when seeking quality health care and access to health services. We are extremely grateful for Safilo’s continued commitment to Special Olympics and we look forward to three more years of this important partnership, which benefits athletes in such a significant way.”

SUNY Symposium Centers on Intentional Career Design



SUNY Optometry alum Dr. Joseph Rappon addresses the college's 2016 day-long career symposium for students, residents and alumni.

For the fifth consecutive year, the State University of New York College of Optometry held a day-long career symposium to provide its students, residents and alumni with an opportunity to gain more knowledge and understanding about building and developing their careers. This year's symposium focused on the concept of intentional career design.

A range of experts from the optometric and healthcare communities and beyond offered their insight through a series of sessions. Each session was designed to provide specific detail about the opportunities and challenges students will face as they begin their careers. Topics ranged from how best to make the transition from class to clinic to the benefits of eastern philosophy to the best way to manage personal finances. SUNY Optometry alumnus, Dr. Joseph Rappon, a key player in the unique "smart lens" collaboration between Alcon and Google, gave the keynote address, describing his own path forward from the college to clinical care to research.

SUNY Optometry's Career Development Center organizes the symposium, which was supported in part by corporate sponsors, including Alcon, Allergan, Luxottica, Vision Group Holdings and VSP, as well as the New York State Optometric Association, SUNY Optometry's Confucius Institute and the college's foundation, the Optometric Center of New York.

UHCO Student to Serve as ASOA National Liaison



Christopher Lopez

Christopher Lopez, a second-year student at the University of Houston College of Optometry (UHCO), was selected to serve as the American Optometric Student Association's (AOSA) national liaison to the American Academy of Optometry (AAO) for the 2016-17 academic year. In this role, Lopez is charged with serving as a pipeline between the AOSA, AAO and optometry students in the United States, Puerto Rico and Canada.

Lopez, who was recently elected Vice President of the National Optometric Student Association at UHCO, is passionate about his new responsibilities and determined to enrich the lives and health of others. "That innate quality we, as optometry students, all share – the inherent desire to improve the lives of others, the enthusiasm to live a life of service – is exactly why I wanted to become national liaison," Lopez said. "I, too, want to be of service to others." He also takes to heart the AAO's mission of promoting the science of vision care through lifelong learning. In addition to the many leadership roles he's already held throughout his academic career, he's pursuing a Master of Science degree in physiological optics in conjunction with his Doctor of Optometry degree and hopes to seek a PhD.

UMSL's Dr. Bennett Receives Award of Excellence



Dr. Edward Bennett

Dr. Edward Bennett, Professor and Assistant Dean for Student Services and Alumni Relations at the University of Missouri at St. Louis College of Optometry (UMSL), was among the 2016 recipients of an Award of Excellence presented earlier this year by Contact Lens Spectrum (PentaVision) during the Global Specialty Lens Symposium (GSLs) in Las Vegas. In 2016, the GSLs Award of Excellence honorees were the authors whose publications have educated and inspired generations of contact lens practitioners across the globe.

In addition to his faculty and administration roles at UMSL, Dr. Bennett is Executive Director of the Gas Permeable Lens Institute, the education division of the Contact Lens Manufacturers Association. He also serves on the Council of the Contact Lens and Cornea Section Council of the American Optometric Association, is a Diplomate and past Chair for the Cornea, Contact Lens and Refractive Technologies Section of the American Academy of Optometry, and is a Fellow in the Scleral Lens Education Society. Dr. Bennett, the Clinical Features Editor for Contact Lens Spectrum, has authored more than 200 publications including 112 texts. His primary research interests are in the area of gas permeable contact lenses, specifically initial comfort, multifocal designs and orthokeratology.

Western University of Health Sciences Appoints New President



Dr. Daniel R. Wilson

Dr. Daniel R. Wilson has been appointed President of Western University of Health Sciences. He is the second President in the university's nearly 39-year history, succeeding Founding President Dr. Philip Pumerantz, who retired in September 2015. Dr. Wilson, most recently the Vice President for Health Affairs and Dean of the College of Medicine at the University of Florida Health Science Center-Jacksonville, has run a hospital as well as a large academic medical center and has taught hundreds of today's physicians and other health professionals. He earned his bachelor's degree in anthropology from Yale, a medical degree from the University of Iowa College of Medicine, and a PhD in biological anthropology from Cambridge. He was an intern, resident and fellow at Harvard Medical School.

"Dan Wilson's experience, skills, education and personal philosophy make him an ideal fit for WesternU," Dr. Pumerantz said. "He has a deep understanding and appreciation of the humanistic philosophy that lies at the core of our institution, and the capacity to take the university to new heights in health sciences education, research, and patient care." Dr. Wilson's first official day as President is July 1, 2016.

Also: The College of Optometry is using a \$10,000 grant from the Allergan Foundation to provide care to patients with limited incomes or limited access to insurance.

Report from the ASCO Interprofessional Education and Collaborative Practice Summit

Dr. Melissa A. Vitek

Member, ASCO Interprofessional Education and Collaborative Practice Committee

Director, International and Continuing Education, Salus University

In alignment with its strategic objective to identify and share best practices in interprofessional education with member institutions, the ASCO [Interprofessional Education and Collaborative Practice \(IPECP\) Committee](#) convened a national Interprofessional Education and Collaborative Practice Summit in February at Marshall B. Ketchum University. More than 70 people attended. All 23 ASCO member institutions sent representatives, and many brought “a buddy” representing a non-optometric healthcare profession.

Representatives from the following organizations also participated in the summit:

- American Academy of Optometry
- American Optometric Association
- Association of Regulatory Boards of Optometry
- National Board of Examiners in Optometry
- Center for Advancing Interprofessional Practice, Education and Research
- Indiana University Center for Interprofessional Health Education and Practice
- U.S. Veterans Administration

Sponsors for the summit included:

- Allergan Eye Care
- Johnson & Johnson Vision Care
- Alcon Partners in Education
- Hoya Vision Care

The non-optometry summit participants represented nine professions:

- audiology
- allopathic medicine
- dentistry
- health administration
- nursing
- osteopathic medicine
- pharmacy

- physician assistant
- social work

Dr. Kevin Alexander, President of Marshall B. Ketchum University, and Dr. Gerri Lamb, Director of the Center for Advancing Interprofessional Practice, Education and Research, each delivered inspirational and thought-provoking keynote addresses. IPECP Committee Chair Dr. Jennifer Coyle, with the assistance of the other committee members, enthusiastically led the summit attendees through a variety of substantive interactive activities, including a panel discussion moderated by Dr. Lamb.

Attendees also participated in small group breakout sessions with subsequent large group presentations on the topics of best practices, assessment tools and future trends for IPE and interprofessional practice (IPP). Near the end of summit, participants met with individuals from their home institutions to discuss plans for the implementation of IPE and/or IPP efforts in a “taking it back home” exercise. Volunteers from each institution shared their plans for implementation with the large group.

Summit attendees completed attitudes and perceptions surveys before and after the summit. The data from the surveys is undergoing statistical analysis. Some general comments attendees shared in the post-summit survey are as follows:

“IPEP is the way healthcare should go and seems to be going in other professions ... optometry should not settle with old routines ... our schools is (sic) where we can make the change.”

“As a ‘buddy,’ I found ASCO’s leadership in this regard to be impressive, inspirational, yet warm and gracious. You are a trend-setting organization with a welcoming attitude and an open, patient-focused agenda. It was a privilege to be a part of the summit. So please continue your leadership! And thank you!”

“The future of healthcare IS interprofessional, collaborative, patient-centered care. If we are not teaching our students how to practice in that environment, our profession will rapidly become marginalized and irrelevant.”

“If the summit characterizes ASCO’s involvement in IPE, then I think they should certainly maintain that level of involvement and also push for a better evidence-based understanding of what curriculum strategies work. I thought the IPE Summit was wonderful. Very thought-provoking and great to hear what others are doing. I left with an improved understanding of IPE and IPP and a head full of ideas. Thank you to those that organized the event. It was very appreciated. Great job!”

The ASCO IPECP Committee is committed to facilitating member institutions in incorporating or expanding IPE in their curricula, providing recommendations for the assessment of related outcomes, and raising public and professional awareness of the role optometry has in team-based, collaborative patient-centered care. The committee will continue to explore ideas for effective initiatives to meet its objectives, including the potential for conducting another IPECP Summit.
