

EYE on EDUCATION

December 2013



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Inspire a Future Optometric Educator



Recently, Pacific University had the honor of hosting two outstanding events promoting InfantSEE, the public health program managed by Optometry Cares - The AOA Foundation. The events featured inspiring talks by Tom Sullivan, author, composer, motivational speaker and previous winner of the American Foundation for the Blind's Helen Keller Achievement Award, and Dr. Glen Steele, Southern College of Optometry professor and chairman of InfantSEE. The messages they delivered reminded me of my journey in the optometric profession. I began my career with the aspiration of returning to a hometown practice and specializing in pediatric care. The ability to instantly impact the life of an individual, often a baby or child, is one of the hallmark reasons why our profession is so unique. However, in my second year of optometry school, I discovered a new avenue in optometry and my career path was transformed. I was inspired by one of my professors, Dr. Cristina Schneider, to become an optometric educator.

What I have found for more than two decades in optometric education is that every single day a student or colleague challenges me in a way that provides the opportunity to expand my knowledge base. I became a teacher because I love to learn. I also became an educator, researcher and eventually an administrator because someone took the time to recognize my ability to seek, apply and share information. In addition to being a good role model, a true mentor sees something in you that you might not recognize in yourself.

I challenge every one of you to be that role model, mentor and talent scout to inspire future optometric educators. When you encounter that moment, interacting with a motivated and talented student, and that thought crosses your mind – this individual should be an educator and scholar – have the conversation about the rewards of optometric education.

I have no doubt that many outstanding optometric educators of the future will have first had their lives changed by an InfantSEE Doctor of Optometry.

A handwritten signature in black ink that reads "Jenny Smythe". The signature is written in a cursive, flowing style.

Admissions Handbook Updated

ASCO's comprehensive Admission Requirements handbook for prospective optometry students and health professions advisors has been updated and can be found on the ASCO website

at <http://www.opted.org/wp-content/uploads/2013/08/ASCO-Admission-Requirements-Handbook-2013.pdf>.

The 107-page handbook provides general information about the profession of optometry, preparing for optometry school, deciding where to apply and financing an education as well as specific information about individual optometry programs. For more information, contact Joanne Zuckerman, M.S., ASCO's Manager of Data and Surveys, at jzuckerman@opted.org.

ASCO Board Addresses Priorities at Fall Meeting



On behalf of the Board, ASCO President Dr. Jennifer Smythe, right, presents Dr. Linda Casser with a gift in recognition of her service and dedication to optometric education.

Vibrant Seattle was the backdrop to the fall meeting of the Board of Directors of the Association of Schools and Colleges of Optometry (ASCO). During the Oct. 22 meeting, as a first step in implementing the President's Priorities set by Dr. Jennifer Smythe, members of the Board participated in a mini-workshop on best practices in interprofessional education (IPE) and collaborative practice. ([See "Board Members Participate in IPE Workshop."](#))

Also at the meeting, the Board approved:

- the development of an online ASCO Residents Registry
- the application from the [Centro Escolar University College of Optometry](#) in Manila, Philippines, to become an ASCO Affiliate Member. ([See "ASCO Welcomes New Affiliate Member."](#))
- a new "ASCO Awards Program" for 2014, including the establishment of a "Rising Star Award" to recognize a faculty member or administrator with less than 10 years of service who has made noteworthy contributions to ASCO or optometric education.

The Board received updates on:

- ASCO initiatives designed to increase and further develop a diverse and highly qualified optometry school applicant pool, including the production of a new video, the launch of a search engine optimization program, an undergraduate science student e-mail campaign, and an online Virtual Optometry Fair ([See "ASCO Holds First Virtual Optometry Fair."](#))
- the success of the 2013 Summer Institute for Faculty Development and Future Faculty programs
- the challenges surrounding optometric research funding for the National Eye Institute and U.S. Department of Defense given the current political climate
- the latest news from corporate contributors Essilor (www.essilor.com) and Abbott Medical Optics (www.abbottmedicaloptics.com) and how the developments could benefit optometric education.

In addition, Dr. Aurora Denial, Editor of ASCO's journal *Optometric Education*, presented the 2013 Dr. Lester Janoff Award for Writing Excellence. ([See "Winners of 2013 Dr. Lester Janoff Award for Writing Excellence Announced."](#)) Prior to adjourning the meeting, Dr. Linda Casser, who has been on the Board of Directors for five years, was presented with a special gift as a thank-you for her years of service and dedication to optometric education.

The Board of Directors will meet next in March 2014 on Amelia Island in Fernandina Beach, Fla.

ASCO Welcomes New Affiliate Member

At its Oct. 22 meeting, the ASCO Board of Directors approved the [Centro Escolar University College of Optometry](#) as an Affiliate Member. Established in 1928, the college includes not only academic but also co-curricular and extra-curricular activities that guide students toward becoming global leaders in their future profession and independent thinkers cognizant of their crucial role in primary eye health care. The college has distinguished itself in many ways, including being the only optometry school with Level IV Accredited status granted by the Philippine Association of Colleges and Universities Commission on Accreditation. It is also a Top Performing Optometry School as designated by the Professional Regulation Commission.

ASCO is pleased to welcome the Centro Escolar University College of Optometry as an Affiliate Member, and our thoughts are with the university community and all of the citizens of the Philippines who are suffering the effects of typhoon Haiyan.

Board Members Participate in IPE Workshop

Interprofessional education (IPE), which ASCO President Dr. Jennifer Smythe has designated as one of the Association's priorities, was front and center at the October meeting of the Board of Directors as members participated in an IPE mini-workshop. Facilitated by Dr. Donald Jarnagin, Dean of Midwestern University - Arizona College of Optometry, the workshop allowed participants to share their institution's best practices in the areas of IPE and interprofessional collaborative practice. Presenters included Dr. Andrew Buzzelli, Dean, University of The Incarnate Word Rosenberg School of Optometry, Dr. Elizabeth Hoppe, Founding Dean, Western University of Health Sciences College of Optometry, Dr. Rod Nowakowski, Dean, University of Alabama at Birmingham School of Optometry, and Dr. Michelle Welch, Associate Dean, Northeastern State University Oklahoma College of Optometry.

ASCO has established an IPE Task Force that is charged with examining and identifying best practices within and outside ASCO institutions as well as identifying the educational strategies of other healthcare professions that prepare graduates for team-based practice. The task force will also develop and maintain a list of IPE consultants as a resource for member institutions and work to raise public and professional awareness of the role optometry has in team-based collaborative patient-centered care. In addition, an IPE summit is planned for 2015.

ASCO Board Elects Interim President-Elect

Via e-mail vote in early December, the ASCO Board of Directors approved a motion to elect Dr. David S. Loshin, Dean of Nova Southeastern University College of Optometry, as ASCO Interim President-Elect for the period of Jan. 1, 2014 to June 30, 2014. Dr. Loshin will replace the current President-Elect, Dr. Linda Casser.

Dr. Loshin is a two-term former ASCO president (2001-2003). As is customary, ASCO's Nominating and Awards Committee will nominate a new slate of officers in June.

ASCO Holds First Virtual Optometry Fair

On Oct. 30, more than 900 prospective optometry school applicants and representatives from the schools and colleges of optometry participated in ASCO's first virtual optometry fair. The virtual optometry fair was an opportunity for students to ask questions from the comfort of their own computers as they consider if optometry is the right profession for them. Students currently involved in the OptomCAS centralized application process were able to ask specific questions about their applications to the schools and colleges they are considering.

Other applicant development projects promoting the profession of optometry this fall include the production of a video, an e-mail campaign targeting more than 125,000 undergraduate students, and a direct mail campaign to more than 1,000 health professions advisors.

These initiatives are part of the ASCO-American Optometric Association joint project on further developing a robust, diverse, and highly qualified national applicant pool. For more information, contact Paige Pence, ASCO Director of Student and Residency Affairs, at ppence@opted.org.

ASCO Joins IOM's Global Forum on Innovation in Health Professional Education

ASCO has joined the Institute of Medicine's Global Forum on Innovation in Health Professional Education, which brings together a variety of groups with a common interest in the future of health professional education. Future healthcare workers will deliver care in multidisciplinary, collaborative settings that are much different from the healthcare model of the past. The Global Forum provides an opportunity for representatives of ASCO to exchange and explore innovative ideas with representatives of other health professions, as well as to represent optometry to the wide variety of participating disciplines. The Forum's emphasis on interprofessional education (IPE) is consistent with ASCO's focus on IPE, which President Dr. Jennifer Smythe set as a 2013-2014 priority.

Dr. Linda Casser, Dean of the Pennsylvania College of Optometry at Salus University, represented ASCO in October at the Global Forum-sponsored Assessing Health Professional Education: A Workshop. Dr. Casser commented, "The recent Institute of Medicine Global Forum on Innovation in Health Professional Education was an important one in that ASCO was a member participant for the first time, and ASCO was fully welcomed 'to the table.' Much of the workshop discussion was centered on the purposeful expansion and enhancement of interprofessional education and collaborative care. The profession of optometry has much to contribute to this arena, and it is essential for optometric education to be part of this dialog and effort."

ASCO Launches Practice Management Education Awards Program

ASCO presented six schools and colleges of optometry with Practice Management Education (PME) Awards in 2013, the first year for the program. A PME Award provides funding of up to \$2,000 for developing and implementing activities or programs designed to supplement the practice management educational experience for optometry students. The activity/program should strengthen the institution's commitment to practice management, enhance students' education and promote their success as future practitioners, and be transferrable to other institutions. Awards can be used to fund seminars, outside speakers and mentoring/guidance programs for graduating optometry students. The grant program is funded by ASCO, and members of the ASCO Academic Affairs Committee serve as application evaluators.

This year's recipients of PME Awards are:

- Illinois College of Optometry (for outside speakers to teach billing and coding and legal aspects of optometry)
- MCPHS University School of Optometry (to cover honoraria for outside speakers for two courses in practice and business management)
- Pennsylvania College of Optometry at Salus University (for a program designed to give future Doctors of Optometry an opportunity to experience both sides of the interview process, the loan process, the purchase of a business, and contract negotiations)
- Southern California College of Optometry at Marshall B. Ketchum University (for honoraria and travel expenses for experts who will participate in a course about policies and procedures for billing, coding and implementation of the Affordable Care Act)
- Southern College of Optometry (for the Focus on the Future program at the Hayes Center for Practice Excellence featuring a panel presentation to raise awareness about the variety of career options in optometry)
- University of the Incarnate Word Rosenberg School of Optometry (for a day-long lecture designed to increase the number of graduates who start a private practice, including segments on retiring student debt and advanced billing and coding).

PME Award application requirements can be found at <http://www.opted.org/for-member-institutions-faculty/faculty-development-and-data/practice-management-education-award/>. Questions can be directed to Carol Brubaker, ASCO's Manager of Professional Affairs, at cbrubaker@opted.org.

Dr. Caplan, Longtime ASCO Senior Consultant, to Retire



Dr. Les Caplan (center front) during the recent meeting of the Clinic Directors/Administrators SIG in St. Louis, Mo., with (left to right) Dr. Joseph Fleming, Optometry Chief of Staff, University of Alabama at Birmingham; James O'Connor, Marketing Manager, Accutome; Dana Beards, University Outreach Coordinator, VSP; Pete Mastores, President, Volk Optical; and Irwin Kronenberg, Vice President, Specialty Division, Haag-Streit.

After more than 18 years of service to ASCO as Senior Consultant, Dr. Les Caplan is retiring on Dec. 31. Dr. Caplan was the founder of the Association of Clinic Directors/Administrators of Schools and Colleges of Optometry, which became ASCO's first Special Interest Group (SIG) in 1995. Since then he has provided invaluable expertise and leadership to the Clinic Directors/Administrators SIG as well as to the Externship Directors SIG.

Dr. Caplan's career has spanned the decades and encompassed a successful private practice in Baltimore, Md., entrance into academic life as a faculty member and clinic director at the University of Alabama at Birmingham where he will forever be Professor Emeritus, and election into the National Optometry Hall of Fame in 2011.

"I know I speak for everyone at ASCO — especially the clinic directors and administrators from the schools and colleges of optometry who have crossed paths with Dr. Caplan over so many years — by saying he will be sorely missed and certainly never forgotten," said ASCO Executive Director, Marty Wall, CAE. "Dr. Caplan will leave considerable and enduring contributions to ASCO and to optometric education."

Help Us Promote the Profession

ASCO invites the schools and colleges of optometry to send us photos of students and faculty working in the clinic, lab and classroom and participating in campus life and outreach. We will use the photos on our website and in various printed materials to help showcase and convey key messages about the profession of optometry to target audiences.

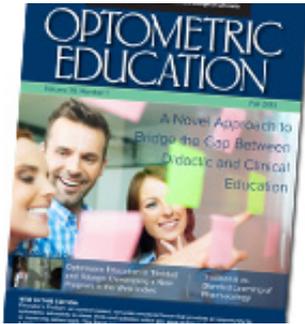
We thank all of those who have already shared pictures and encourage everyone to keep them coming! E-mail your photos to ASCO's Director of Communications Kimberly M. O'Sullivan at kosullivan@opted.org. By e-mailing the images, you grant us the necessary permission to use them for the purposes stated.

Latest Profile of Applicants and Entering Class Available Online

ASCO's "Profile of Applicants to O.D. Degree Programs for Fall 2013 Entering Class" is available on the Association's Web site at <http://www.opted.org/wp-content/uploads/2013/10/Profile-of-Applicants-2013.pdf>. The report lists by school the number of male and female applicants, the number of applicants who were in-state, out-of-state or from a foreign country, applicants' average GPA and average Optometry Admission Test score as well as other data. An additional report, "Profile of the 2013 Optometry Entering Class," provides similar information and is available at <http://www.opted.org/wp-content/uploads/2013/10/Profile-of-the-Entering-Class-2013.pdf>.

Questions about either report should be directed to Joanne Zuckerman, ASCO's Manager of Data and Surveys, at jzuckerman@opted.org.

News from the Journal Optometric Education



Optometric Education invites educators, administrators and practitioners to submit manuscripts for publication in a theme edition, which will focus on all aspects of interprofessional education. The deadline to submit articles for review for inclusion in this theme edition is June 30, 2014, and publication is tentatively scheduled for November 2014. For additional information, contact Dr. Aurora Denial at deniala@neco.edu.

The current issue notes that *Optometric Education* is now indexed on Google Scholar. Current indexing at <http://scholar.google.com/> is from 2009 to 2013, with the goal of eventually indexing back to 1998. The current and all past issues of the journal can be found at journal.opted.org/the-journal-of-optometric-education/.

Optometrist Rated as Low Stress/High Pay Job

Optometrist was No. 8 on a list of 15 jobs identified in a Yahoo Finance article as offering an ideal combination of high pay and low stress. “15 High-Paying Jobs for People Who Don’t Like Stress” was posted online in November and featured career information expert Dr. Laurence Shatkin. He compared average salaries and stress levels of the 747 occupations identified by the U.S. Department of Labor, utilizing the “stress tolerance” data that is gathered by the Bureau of Labor Statistics and Occupational Information Network. Stress tolerance is rated on a 0-100 scale, with a lower rating indicating less stress. It measures how frequently workers must accept criticism and deal effectively with high stress on the job.

The full article is available at <http://finance.yahoo.com/news/15-high-paying-jobs-for-people-who-don-t-like-stress-162728403.html>.

Telethia Owens Joins ASCO Staff



Telethia R. Owens

ASCO has hired Telethia R. Owens to fill the position of Manager, Administrative and Board Services/Executive Assistant. Telethia has 21 years of administrative and office management experience with two associations and the federal government, including the National Institutes of Health, as well as in the for-profit sector. She lives in Anne Arundel County, Md., with her children, husband and adorable puppy. She enjoys spending time with her family and loves to travel.

“I’m excited that Telethia has joined the ASCO staff,” Executive Director Marty Wall said. “She is an experienced administrative professional and I’m confident she will be a valuable member of our team.” Telethia can be contacted at towens@opted.org.

Free Clinical Grading Scales App Available for Download



The Vision Care Institute, LLC, (TVCI), a Johnson & Johnson Company, has made available to U.S. eyecare professionals a comprehensive grading scale for assessing severity and evaluating the progression of complications associated with contact lens wear. The Clinical Grading Scales App is free, compatible with the iPhone, and can be downloaded from the Apple App Store. It is based on the clinical assessment guide derived from the grading scales developed by Prof. Nathan Efron.

Also, TVCI recently achieved the milestone of 100,000 eyecare professionals attending courses throughout its network of 14 sites worldwide. Launched in 2004, TVCI was a first-of-its-kind learning destination and has remained the only institution of such magnitude sponsored by a vision care company.

Visit www.thevisioncareinstitute.com

Scholarship Program to Give 40 Awards/Year



VSP Global has partnered with the American Optometric Foundation to provide scholarships to students at every school and college of optometry in the United States. Continuing the scholarship support VSP has provided to optometry students for the past 10 years, the partnership will award scholarships to 40 students for a total of \$160,000 annually. The awards now include a travel grant to attend the annual meeting of the American Academy of Optometry and a networking reception.

Each school of optometry will select two fourth-year students who are in the top half of their class academically, perform at or near the top of their class in clinical skills, and are preparing for a career in private-practice optometry.

Visit www.vspglobal.com

New Gucci Line Features Iconic Temple Detail



Gucci introduced a new autumn/winter 2013/2014 eyewear collection that features the web ribbon detail on the temples. The web stripe, in green-red-green and blue-red-blue has its roots in the art of horse-riding and is one of Gucci's most iconic motifs. The collection includes four pairs of sunglasses and three optical frames as well as three special Asian fit sunglasses and two Asian fit optical frames. The models come in metal and the ultra-lightweight plastic Optyl and in a variety of shapes and tones. The web stripe detail is fixed externally to the temple by a gold metallic GG Britt logo.

Visit www.safilo.com

Two Contact Lenses Now Available in Expanded Parameters



CooperVision™

Following the recent plus-powers expansion of its Avaira toric contact lens parameters, CooperVision is launching a -2.25 cylinder power to further broaden the brand's range and potential wearer base. This allows potential contact lens wearers with more significant astigmatism to enjoy the end-of-day comfort that Avaira lenses are designed to provide. With this addition, Avaira toric lenses will be available in sphere powers of -6.00D to +6.00D in 0.25D steps; -6.50D to -10.00D in 0.50D steps; cylinder powers of -0.75, -1.25, -1.75 and -2.25; and axes from 10 degrees to 180 degrees in 10-degree steps.

The company is also launching the Biofinity XR lens brand, an extension of its silicone hydrogel comfilcon A lens, which significantly expands Biofinity's range of sphere powers. The expansion allows practitioners to confidently fit a greater number of monthly replacement lens patients, including those with significant hyperopia or myopia. Biofinity XR lenses will be available in powers from +8.50D to +15.00D (0.50 steps) and -12.50D to -20.00D (0.50 steps). The existing Biofinity line will continue to be available in +8.00D to -12.00D powers.

Visit www.coopervision.com

Two Contact Lenses, One for Presbyopes, Debut

BAUSCH + LOMB

Bausch + Lomb introduced PureVision2 Multi-Focal contact lenses for presbyopia. The new silicone hydrogel (balafilcon A) lenses are tinted for visibility and indicated for daily or extended wear of up to 30 nights between removals. Featuring 3-Zone Progressive technology, they are designed to improve near and intermediate vision while providing excellent distance clarity.

Also, the FDA granted marketing clearance for the company's newest frequent replacement silicone hydrogel contact lenses made with MoistureSeal Technology. The lenses combine an innovative material with new manufacturing processes to offer superior comfort and vision.

Visit www.bausch.com

Non-Contact Lenses Available in New Ring Colors



Volk Optical now offers its Digital Series lenses, for non-contact imaging during BIO and at the slit lamp, with new colored ring options for easy identification and organization. The Digital Wide Field, High Mag and Clear Field lenses can be ordered in standard Volk blue or black, red, silver, gold, purple or green.

Colored rings can help practitioners easily distinguish their lenses from those of their colleagues or identify one style of lens from another with just a glance. They are also a convenient way to organize larger practices by color coding the lenses in each exam room. Only the color of the ring is different. The clarity and craftsmanship of the patented, double aspheric, glass optics are unchanged.

Visit www.volk.com

New Adaptive Lenses Designed to be More Reactive



Transitions Optical launched Transitions Signature VII lenses with Chromea7 technology, which it says is its most responsive everyday adaptive lens ever. Available beginning Jan. 7, 2014, Transitions Signature VII will replace Transitions VI as the optimal lens for maximum indoor clarity and responsiveness to UV outdoors. The lenses are designed to be more responsive in more situations and were tested in more than 200 conditions representing real-life lighting situations, including various temperatures, weather conditions and geographies. Chromea7 technology is an exclusive dye formulation that allows the lenses to be more reactive to indirect sunlight and reflected sunlight and to become even darker on hot days.

Leading up to the Jan. 7 availability date, industry professionals can visit www.TransitionsSignature.com to learn more about the product and order a free launch kit, after completing an online quiz on the site.



Company Enters Femto-Cataract Arena



Expanding its vision care business into the femtosecond laser-assisted cataract surgery market, Abbott completed its acquisition of OptiMedica Corporation, developer of the Catalys Precision Laser System. The image-guided Catalys has both CE Mark in Europe and FDA clearance in the United States.

Abbott also announced that it received FDA approval for the Healon Duet Dual Pack ophthalmic viscosurgical device, which includes Healon and Healon EndoCoat. In addition, the company received FDA approval for the Tecnis Toric 1-Piece intraocular lens for the treatment of cataract and pre-existing corneal astigmatism.

Visit www.abbottmedicaloptics.com

Accutome Aims for Unparalleled Service and Responsiveness for Customers



In the early 1980s, Dr. Frederic B. Kremer developed the first ultrasound pachymeter so that radial keratotomy (RK) incisions could be made more accurately. He patented his device and founded Accutome Inc. in Malvern, Pa. In 1991, Brian Chandler, a retired naval officer with more than 20 years of service, was appointed president of the company. Mr. Chandler applied lessons he learned from Naval aviation to expand the company. He implemented business ideals, such as the need for close customer support and a “can do” attitude for new products and services. He recognized that even though the ophthalmic community is large, it is a small community for building reputations. According to Mr. Chandler, eyecare professionals and fighter pilots have something in common: Neither can do their jobs without the high-quality equipment and materials their responsibilities require.

Accutome transitioned from an RK-focused company to one that supports the diagnostic, refractive, cataract and glaucoma markets through five business divisions: Accutome Rx, Accutome Ultrasound and Equipment, the Repair Services Group, Diamond Knives and Surgical Instruments, and Sales and Marketing. Today, the company specializes in portable ophthalmic equipment, including the AccuPen handheld tonometer, PachPen handheld pachymeter and the B-Scan Plus. It also offers more than 6,000 clinical supplies and medications. The broad product line includes mydriatic and cycloplegic drops, diagnostic dyes, anesthetic drops, antibiotics, bulbs, lenses, exam gloves and tonometry supplies.

In April 2012, Accutome was acquired by Halma, joining its Health Optics division and other ASCO supporters Keeler and Volk. Accutome’s recently unveiled e-commerce website, www.accutome.com, is designed for fast ordering and improved account management. It reflects the company’s daily goal, which is unparalleled service and responsiveness for customers. All employees are financially incentivized to work with this overriding mindset. When a customer calls Accutome, he or she speaks with a person, not an automated message, and calls are answered during extended working hours. Accutome has multilingual employees on site to support customers from around the world. If Accutome does not make a product, sell it, or repair it, the customer is directed to a qualified source. Fast turnaround time is the company’s mission.

For more information, visit www.accutome.com or e-mail info@accutome.com.

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

AZCOPT Receives Notification of Accreditation



The Midwestern University Eye Institute in Glendale, Ariz.

The Midwestern University Arizona College of Optometry (AZCOPT) recently received an accreditation notification for its Doctor of Optometry graduate degree program from the Accreditation Council on Optometric Education (ACOE). ACOE classified AZCOPT's "Accredited" status for the maximum term of eight years. The "Accredited" designation indicates that AZCOPT's doctoral program meets and is in compliance with ACOE accreditation standards. The college graduated its first class this year, conferring 39 degrees on May 29.

"The full accreditation of our College of Optometry is a testament to the hard work and dedication of the college leadership, faculty and staff," said Dr. Kathleen H. Goepfinger, President and CEO of the university. "They have developed a very strong curriculum, excellent on-campus training in the Eye Institute, and have mentored and motivated the students to excel in their studies. The ACOE acknowledgement of the university meeting and exceeding all accreditation standards makes all of us very proud."

Dr. Flanagan to Succeed Dr. Levi as UCB Dean



Prof. John Flanagan

The University of California – Berkeley appointed Dr. John Flanagan to succeed Dr. Dennis Levi as Dean of the School of Optometry (UCB). Currently, Dr. Flanagan is a Professor at the School of Optometry and Vision Science, University of Waterloo, and in the Department of Ophthalmology and Vision Sciences, University of Toronto. He is Director of the Glaucoma Research Unit, Toronto Western Research Institute, and a Senior Scientist with the Toronto Western Hospital, University Health Network. He will begin a five-year term as UCB Dean on June 1, 2014.

In an announcement to colleagues, UCB Executive Vice Chancellor and Provost George Breslauer wrote, “We are proud to welcome John Flanagan as our eighth Dean of the School of Optometry. He combines the intellectual stature, administrative acumen, and interpersonal skills required to serve with distinction as Dean. Campus leaders very much look forward to working with John in his new role.”

Dr. Smith to Serve as UH Chief Health Officer



Dr. Earl L. Smith III, right, and Dr. Roger Boltz.

University of Houston President Dr. Renu Khator named College of Optometry Dean Dr. Earl L. Smith III to a two-year term as Interim Chief Health Officer. Dr. Smith, a Past President of the Association of Schools and Colleges of Optometry (ASCO) and member of its Board of Directors, will lead the University of Houston's efforts to develop a strategic plan and launch a new UH Health Science Center. As the Interim Chief Health Officer, he will work with stakeholders on creating a Health Science Center that is relevant to the community by serving its mission of workforce preparation, innovative solutions to cutting-edge research problems, community outreach and patient care. He will collaborate with the Health Science Center Task Force, a group of UH System faculty, to develop programming by analyzing workforce needs in the region and implementing new degree programs at the graduate and undergraduate levels. More than 11,000 students are currently enrolled in health-related degree programs at UH, and approximately 24% of all degrees awarded by the university are health-related.

During the two years that Dr. Smith focuses on his new role, Dr. Roger Boltz, Associate Professor and Associate Dean for Professional Studies, will serve as Interim Dean of the College of Optometry and a member of the ASCO board.

ICO Awarded Navigator Grant



95% percent of ICO navigators have completed state and federal training and licensure.

In August, the Illinois College of Optometry (ICO) was one of 11 organizations in Illinois to receive a federal Navigator Grant, which aims to help consumers understand the new Health Insurance Marketplace. Nationally, \$67 million was awarded; at \$504,016, ICO's award was the second highest in the state. Handling more than 100,000 patient visits annually, ICO's teaching clinic, the Illinois Eye Institute, is implementing the Navigator Counseling Program and will continue its work to help Chicago's vulnerable populations.

NECO Takes Part in Children's Vision Advocacy Day



Dr. Kara Gerger, Pediatric Resident at NECO, conducts a vision screening during Children's Vision Advocacy Day at the Massachusetts State House. (Frank Curran Photography)

New England College of Optometry doctors provided free vision screenings for kids as part of Children's Vision Advocacy Day held recently at the Massachusetts State House. Organized by Children's Vision Massachusetts, the event drew more than 200 committed optometrists, ophthalmologists, educators, public health officials, nurses, pediatricians, family physicians, parents and advocates. The coalition later met with legislators to seek support for S.1672, a bill sponsored by State Sen. Thomas Kennedy and designed to build a system of coordinated eye health services for children across Massachusetts. The bill is modeled on successful programs currently in place in Georgia and Ohio. The initiative would be funded through donations via Registry of Motor Vehicle applications.

NOVA Students Conduct Teddy Bear Clinic



A young “doctor” dilates Curious George’s eyes with the help of his mother and second-year NOVA optometry student Danny Hamilton.

Nova Southeastern University College of Optometry (NOVA) students taught kids about eye examinations — in a different and fun way — during a “teddy bear clinic” at the university’s 10th annual Day for Children. The clinic was arranged by Joe DiMaggio Children’s Hospital for the event, where 5,000 children and their families learned about health and healthcare services, underwent screenings and accessed community agencies. Children who participated in the clinic received their own brand-new teddy bear, donned a mask and gown and took their bears through a series of stations for health checks. This year was the first in which the clinic included an eyecare station.

According to Dr. Janet Leasher, Director of Community Outreach at NOVA, the event was a win-win for all. “The optometry students learned how to interact with kids and their parents in an interdisciplinary, fun community setting,” she said. “The children learned what an eye exam is all about, and hopefully won’t be afraid of dilation, and parents learned the importance of comprehensive eye examinations from optometrists.”

OSU's Dr. Shipp Announces Retirement



Dr. Melvin Shipp



Dr. Karla Zadnik

The Ohio State University College of Optometry (OSU) announced that Dr. Melvin D. Shipp will step down as Dean in May 2014 and retire from the university at the end of June 2014. Dean of the college since 2004, Dr. Shipp advanced its mission in many ways, including by leading the completion and implementation of its strategic plan. A leader at the national level as well, Dr. Shipp is a Past President of the Association of Schools and Colleges of Optometry, Immediate Past President of the American Public Health Association, a Fellow and Diplomate of the American Academy of Optometry and former Chair of its Public Health and Environmental Optometry Section. At OSU, his research interests have included the evaluation of the impact of vision-related public policy and traffic safety, the reduction of racial and ethnic eye and vision health disparities, and relationships between blood homocysteine levels and premature presbyopia. Dr. Shipp has advised and served several federal institutions, including the Food and Drug Administration, the Health Resources and Services Administration, the National Eye Institute (NEI) of the National Institutes of Health, and the Centers for Disease Control and Prevention. He was a member of the NEI Planning Committee for the National Eye Health Education Project, a nationwide program aimed at preventing blindness through public and professional education.

Associate Dean Dr. Karla Zadnik has been appointed to serve as the college's next Dean.

Also: OSU Professor Emeritus Dr. Joseph T. Barr received the Ohio State Alumni Association's 2013 Ralph Davenport Mershon Award. The Mershon Award is presented to alumni who have demonstrated exceptional leadership and service to Ohio State.

Salus University Partners With Qassim University

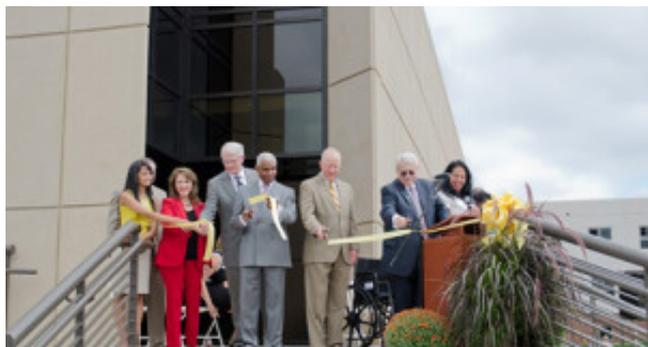


Representatives from Qassim University and a faculty member or dean from each Salus University college were present for the signing of the agreement.

Salus University entered into an agreement with Qassim University of Buraydah, Saudi Arabia, to provide strategic collaboration designed to advance Qassim's optometric educational program. The three-year agreement includes a targeted faculty development program in which faculty from the Pennsylvania College of Optometry at Salus University (PCO) will visit Qassim University annually to provide advanced education to both faculty and students. In addition, PCO will provide optometric rotations at its Elkins Park, Pa., campus for seventh-year students enrolled in the Qassim University optometry program. Salus will also help Qassim explore international accreditation.

The joint initiative also involves the Public Health department at Salus, which will conduct a feasibility study to benchmark the Qassim optometry program internationally. Dr. Anthony Di Stefano, Salus University Vice President of Academic Affairs, noted in a press release, "This is an historical moment in the development of both universities. Our shared vision will serve as a strategic foundation for building global alliances and advancing public health optometry worldwide."

SCO Dedicates New Academic Facility



A ribbon-cutting marked the official dedication of SCO's new academic facility.

Southern College of Optometry (SCO) officially dedicated its new academic facility in an October ceremony that attracted more than 1,000 people to tour the new complex during Homecoming weekend. Completed after more than two years of planning and construction, the \$9.4 million facility adds 23,016 square feet to SCO's campus in Memphis.

The new building's classrooms feature a capacity of nearly 700 with break-out rooms. In addition to the new classrooms, the complex includes an atrium and grand hall, new pre-clinical laboratories, research suites, faculty offices, study nooks and other improvements. SCO President Dr. Richard W. Phillips was joined by SCO President Emeritus Dr. William E. Cochran, alumni representatives and local elected officials as they cut the ribbon.

The building project was funded by a five-year \$4 million capital campaign. As of November 2013, the college had surpassed the \$3.8 million fundraising mark, making this one of the most successful fundraising campaigns in the school's history.

Also: Dr. Marie Bodack has been named SCO's Chief of Pediatric Primary Care.

See Also: ["SCO Wins Top Workplaces Awards"](#)

SCO Wins Top Workplaces Awards



SCO President Dr. Richard Phillips.

Southern College of Optometry (SCO) is the recipient of a Top Workplaces Award presented by The Commercial Appeal, the predominant daily newspaper in Memphis, Tenn., and surrounding areas. SCO was named to the final list of 50 Top Workplaces in Memphis. For mid-sized organizations, the college had the fourth-highest satisfaction rate in the city. SCO received an additional award in recognition of the fact that its employees were the most satisfied of all employees surveyed in Memphis with their benefits package. A total of 28,000 people from several hundred companies in Memphis were surveyed as the basis for the awards.

“This is a great testament to the quality of our benefits program and the pride that our employees take in SCO and our mission,” said SCO President Dr. Richard Phillips. “Although we are very pleased with the result of the survey and this honor presented by the Commercial Appeal, we are committed to continuing to find ways to make the work and study environment at the college as positive an experience as possible. Every other year, SCO takes the opportunity to have an independent human resources firm conduct an employee satisfaction survey. Any area that demonstrates a potential need for improvement is studied by the management team, and we have been able to initiate many new programs and improve campus-wide communication through this process. We felt that another independent survey, conducted by the Commercial appeal, would demonstrate to the Memphis community the tremendous feeling of family that we all share at SCO. Thanks to everyone for their support that resulted in this public recognition of the college.”

The Commercial Appeal published the complete list of Top Workplaces on December 8. For more information about the Top Workplaces awards, visit www.topworkplaces.com and www.workplacedynamics.com.

See also: [SCO Dedicates New Academic Facility](#)

SUNY Community Shines on World Sight Day



SUNY was a sea of World Sight Day Challenge T-shirts on Oct. 10.

For the first time in its history, the State University of New York, State College of Optometry (SUNY) celebrated World Sight Day, setting a new fundraising record in the process. Student leaders sold 184 T-shirts, more than any other school or college of optometry, as part of Optometry Giving Sight's "World Sight Day Challenge," the annual global fundraising campaign designed to address avoidable blindness caused by uncorrected refractive error.

World Sight Day is sponsored by the International Agency for the Prevention of Blindness and supports World Health Organization programs aimed at eradicating avoidable blindness. It has been held around the globe on the second Thursday of October since 2007.

Also: In recent months, the Optometric Center of New York, the philanthropic arm of SUNY, has received grants totaling more than \$85,000 in support of the college's partnership with the Bowery Mission in New York City, which provides high-quality vision care for a segment of the city's underserved population. Funding has come from private donors as well as from the George Link Jr. Foundation, the Lydia Collins deForest Charitable Trust, the Chatlos Foundation, the Ethel Kennedy Foundation, the Hyde and Watson Foundation and the Tides Foundation.

UMSL Honors Dr. Lester Caplan's Contributions



Dr. Larry Davis, UMSL Dean, right, presents Dr. Lester Caplan with a framed print of the campus.

As ASCO's Clinic Directors/Administrators Special Interest Group met in St. Louis this fall, Dr. Larry Davis, Dean of the University of Missouri at St. Louis College of Optometry (UMSL), acknowledged Dr. Lester Caplan for his many years of tireless service and leadership that have sustained ASCO and the SIG. After more than 18 years as Senior Consultant to ASCO, Dr. Caplan will retire on Dec. 31. ([See "Dr. Caplan, Longtime ASCO Senior Consultant, to Retire."](#)) A framed print of the UMSL campus was presented to Dr. Caplan and personalized by all in attendance.

Also: On Oct. 16, Dr. Melvin Shipp, Dean of The Ohio State University College of Optometry, spoke at UMSL on "Improving the Public's Health through Better Interprofessional Communication." His lecture was part of the 2013 UMSL Great Lecture Series, presented by the College of Optometry, the UMSL Executive Leadership Consortium and the Alumni Association.

SIG News



The Clinic Directors/Administrators SIG in St. Louis.



The Externship Directors SIG thanked Dr. Lester Caplan (center front) for his dedication to the group in his role as ASCO Senior Consultant.

Biomedical Science Educators

Met: Oct. 25, 2013 in Seattle, Wash.

Chair: Dr. Ruth Trachimowicz

Actions: At this inaugural meeting, Dr. Ruth Trachimowicz was selected as Founding Chair by acclamation and will serve a two-year term. Dr. Jan Bergmanson was selected as Vice-Chair and will serve a four-year term, which includes two years as Vice-Chair followed by two years as Chair.

Discussion Topic Highlights: A committee will be assembled and charged with collecting information on what is taught in the biomedical science disciplines at each ACOE-accredited institution in order to build a better understanding of the breadth and depth of biomedical science education at the North American schools and colleges of optometry.

Clinic Directors/Administrators

Met: Sept. 26-28, 2013 in St. Louis Mo.

Chair: Dr. Kimberly Lambreghts

Actions: Richard Stroud was elected Chair-Elect. Dr. Lambreghts will remain SIG Chair.

Discussion Topic Highlights/Speakers: Panel discussion with representatives from seven corporate sponsors, “Today’s Technology from the Industry Perspective”; AOA Executive Director Dr. Barry Barresi: virtual tour of the AOA and update on challenges facing optometry in today’s evolving healthcare system; panel discussion, “Workplace Safety, De-Escalating Hostile Patient Encounters”; Dr. Richard Soden: “Billing and Coding Update”; Dr. Chris Lievens: “Use of iPads/Tablets in the Clinical Setting”; Gary Snuffin and Richard Stroud: “Compliance and Meaningful Use.”

Sponsors: Abbott Medical Optics, Accutome, Alcon, Allergan, Bausch + Lomb, Carl Zeiss Meditec, Carl Zeiss Vision, Compulink Business Systems, Essilor of America, EyeMed Vision Care, International Vision Expo, Haag-Streit, Heine, Hoya Vision, Keeler Instruments, Marco, M&S Technologies, Oculus, Optos, Transitions, Vision Service Plan, Vistakon and Volk Optical

Clinical Optometric Methods & Procedures Instructors

Met: Oct. 22, 2013 in Seattle, Wash.

Chair: Dr. Mark Rosenfield (2010-Oct. 2013)

Actions: Dr. Srihari Narayanan elected as Chair. Dr. Kaila Osmotherly elected Chair-Elect.

Discussion Topic Highlights/Speakers: Dr. Narayanan: problem-based learning; Dr. Osmotherly: team-based learning; Dr. Jeffrey Perotti: flipped classes; Dr. Denise Goodwin: using recorded/online lectures; Dr. J. Randall Vance and Dr. Laura Falco: testing and grading with recording devices; Dr. Tiffenie Harris: teaching labs in the 21st century

Sponsor: Keeler

Continuing Education Directors

Met: Oct. 25, 2013 in Seattle, Wash.

Chairs: Dr. Melanie Crandall and Vanessa McDonald

Actions: Chairpersons for 2014 will be Dr. Doris Antunez and Vanessa McDonald.

Discussion Topic Highlights/Speakers: Dr. Michael Bacigalupi: facilitated a discussion regarding marketing events through various forms of social media, defining the audience and available reports; Dr. Nicole Patterson: software programs, such as Poll Everywhere and others, for engaging audience participation.

Sponsor: Luxottica

Development Directors

Met: Oct. 24, 2013 in Seattle, Wash.

Chairs: Dr. Kristin Anderson, Peggy Striplin, Nancy Broude

Actions: Peggy Striplin approved as 2014 Chair. Andrea Carthew approved as Chair-Elect. Decision was made to develop an institutional contact guide.

Discussion Topic Highlights/Speakers: Dr. Mark Colip: “Developing Students into Engaged Alumni”; Andrea Carthew: “Friendraising Before Fundraising”; Peggy Striplin: “Stewardship: It’s About the Donor, Not Us”; Frances Rozner: “Building and Managing an Effective Alumni Board”; Tami Tarpley: “Engaging Young Alumni”; panel discussion, “Working Together to Advance Your Institution.”

Sponsors: Allergan and Luxottica

Contact: Christine Armstrong, ASCO Director, Development, carmstrong@opted.org, (301) 231-5944 ext. 3018

Educational Technology

Met: Oct. 23, 2013 in Seattle, Wash.

Chair: Dr. James Kundart

Actions: Dean Swick is Chair-Elect (election previously conducted electronically)

Discussion Topic Highlights: best practices in optometric educational technology

Externship Directors

Met: Sept. 26, 2013 in St. Louis, Mo.

Chairs: Dr. ETTY Bitton and Dr. Maria Parisi

Actions: Dr. Harue Marsden and Dr. Cheryl Ervin were elected Co-Chair Elects. The group acknowledged Dr. Les Caplan, who has announced he is retiring from his position as ASCO Senior Consultant, for his leadership, guidance, mentorship and dedication to education over the years. ([See "Dr. Caplan, Longtime ASCO Senior Consultant, to Retire."](#))

Discussion Topic Highlights/Speakers: Dr. Beth Harper, Dr. Erik Weissberg and Dr. Greg Nixon: how to set up a preceptor meeting (budget, agenda, objectives and educational tools); Dr. Patricia Modica and Dr. Maria Parisi: how to attain adjunct faculty status for externship preceptors; Dr. Marsden, Dr. Ralph Herring and Dr. Bitton: coordinated a breakout session to discuss best practices for handling clinical enhancement programs for student externs. Dr. Nixon and Dr. Parisi: Medicare compliance issues as they apply to externship programs; Dr. John Townsend: overview of the impact that optometric services (both student externs and residents) have on meeting the needs of veterans.

Sponsors: Abbott Medical Optics, Accutome Inc., Alcon, Allergan Eye Care, Bausch + Lomb Eye Health, Carl Zeiss Meditec/Vision, Compulink Business Systems, Essilor of America, EyeMed Vision Care, Haag-Streit USA, Heine, Hoya Vision Care, International Vision Expo, Keeler, M&S Technologies, Marco, Oculus, Optos, Inc., Transitions Optical, Vision Service Plan, Vistakon, Johnson & Johnson Vision Care, Volk Optical Inc.

International Optometric Educators

Met: Oct. 25, 2013 in Seattle, Wash.

Chairs: Dr. Michael Heiberger and Dr. Hector Santiago

Actions: Dr. Jeff Perotti was elected Chair-Elect. Dr. Santiago assumed chairmanship at the close of the meeting.

Discussion Topic Highlights/Speakers: Results from the survey of international activity of U.S. and Canadian schools are expected in approximately four weeks; a survey of schools of optometry in Latin America is being planned; Dr. Gerald Lowther: WCO activities in the area of optometric education; Dr. Andres Pagan: overview of optometric education in Latin America; Dr. Mel Shipp: report from the ASCO International Optometric Education Committee.

Sponsor: Walmart

Low Vision Educators

Met: Oct. 24, 2013 in Seattle, Wash.

Chair: Dr. Tracy Matchinski

Discussion Topic Highlights/Speakers: The group was updated on its ongoing Advanced Competencies and Learning Objectives project, which is nearing completion. Future SIG projects were discussed, with possibilities including: skill testing of competencies, teaching strategies, methods of presentation of case studies, interdisciplinary education, and updating the survey of low vision education at the schools and colleges. Interactive discussion: Optelec's Low Vision Diagnostic Tool, explained by company representatives Robert Auger and Dr. Lori Grover.

Sponsor: Optelec

Residency Educators

Met: Oct. 24, 2013 in Seattle, Wash.

Chairs: Dr. David Loshin and Dr. Doug Hoffman

Discussion Topic Highlights/Speakers: Dr. Andrew Buzzelli: Residency Affairs Committee update; Dr. John Townsend and Dr. Debbie Hettler: VA residencies update; Dr. Bart Campbell: Accreditation Council on Optometric Education update; Dr. Wes DeRosier: AAO Residents Day update; Dr. David Loshin: ORMATCH update; Dr. Lori Vollmer: pros and cons of residency expansion; Dr. Susan Leat: update on visas for Canadian-trained optometrists.

Sponsor: Alcon

Contact: Paige Pence, ppence@opted.org, (404) 545-6159, or LaShawn Sidbury, lsidbury@opted.org, (301) 231-5944 ext. 3012

Vision Science Librarians

Met: Oct. 23-25, 2013 in Seattle, Wash.

Chair: DJ Matthews

Topics Discussed: growth and change of the SIG, impact factors, social media, assessing the impact of research

Speakers: David Epstein, NAEVR/AEVR; Joanne Olson, ARVO

Sponsor: ASCO

Unless otherwise indicated, the ASCO contact for all SIGs is Program Manager LaShawn Sidbury, CMP, lsidbury@opted.org or (301) 231-5944 ext. 3012.

Special Interest Groups (SIGs) were created within ASCO as a primary means of implementing the ASCO mission of "fulfilling the leadership role in the optometric education enterprise." The purpose of SIGs is to provide forums for professional staff, administrators and faculty with common responsibilities to communicate directly with each other and to provide advice and counsel to the ASCO Board of Directors on issues related to their areas of interest. Participation is open to individuals designated by the deans and presidents of active ASCO member institutions. See the ASCO Web site, www.opted.org, for more information.