

Pointing out that approximately 30 million children in the United States have undetected vision problems, which can directly affect their success in school, Alcon has launched an e-book designed to inspire parents to schedule a comprehensive eye exam for their children. The e-book, "Howard and the Amazing Eye Exam," also helps to prepare children for their appointment via Howard the Hedgehog telling his classmates about his visit to the eye doctor.



The [free downloadable e-book](#) is part of Alcon's 2015 Back-to-School Program, Get an A+ in Eye Care.

Also: The company appointed Jim Di Filippo as the new Head for Alcon US Surgical. He replaces Seba Leoni, who was appointed to a new role within Alcon Global Franchise.