It is my honor and privilege to be named President of ASCO at our Annual Meeting in Washington, DC this past June. Because we educate people to enter an independent, doctoral-level health-care profession, our member institutions often face multiple challenges. It seems too many people, including me, feel we are at very important crossroads that brings almost existential concerns about our future. These include the flat or even decreasing number and quality of undergraduate students applying to optometry schools and colleges, at the same time we have an increasing number of institutions offering more seats; pressure from some states to increase the scope of our profession into minor adnexal surgical procedures and the training required; increasing demands for accountability on our educational and career placement outcomes; increasing demand for residency positions; introduction of technology that gives patients a larger role in “self-diagnosis” which could eventually lead to the small-scale, individual manufacturing of spectacle and contact lenses; and our profession’s place in an increasingly inter-professional, patient-centered healthcare system.

Now, I would argue that these challenges could be largely positive for our profession and its place in the healthcare marketplace, with the notable exception of the first one. However, I know that many of these issues carry some controversy and all of them require careful planning and management to ensure Doctors of Optometry continue to serve our patients with outstanding, personalized care for the remainder of the 21st century.

ASCO can and should be a leader in that planning and management, and our new Comprehensive Strategic Plan gives us a roadmap for that leadership. I am extremely grateful to Dr. Karla Zadnik for chairing the Strategic Planning Committee, to our Executive Director, Dawn Mancuso, for ably managing the planning process, and to the members of the committee and the larger community who helped create that Plan. You can find more information on our Strategic Plan here [link to article] and previous issues of Eye on Education. I encourage everyone to read the Plan and to participate in its implementation, including offering suggestions for improvement and next steps.

It will require all our energy and talents to navigate the difficult course we have ahead but I am confident that our profession, and especially the educators and other professionals at our member institutions, have the skills and creativity to ensure our profession will have a great future. We owe it
Message From Dr. David A. Damari
to people throughout the country and the world to graduate Doctors of Optometry who can care for patients and improve the quality of their lives in ways that no other profession can match.

Sincerely,

Dr. David A. Damari
ASCO President
DC Monuments are Backdrop for ASCO Annual Meeting

ASCO Ushers in New President as Fiscal Year Begins

The ASCO Board of Directors held its Annual Meeting in Washington, DC last month. President Karla Zadnik led the first day of the two-day meeting which included updates on ASCO’s Strategic Plan, a development effort she has been leading for a year and a half. On day two, Dr. Zadnik passed the gavel to ASCO’s new President, Dr. David Damari who will lead ASCO during fiscal year 2017-2018.

Additional Annual Meeting highlights include:

- Presentation on NBEO Treatment and Management of Ocular Disease (TMOD) exam by Dr. William B. Rafferty, NBEO President and Interim Executive Director, Dr. Jill Bryant
- Updates on the establishment of sub-specializations in optometry, new CE accreditation processes, Public Health core competencies, ABO School Ambassador Program, and the Association of Practice Management Educators
- Discussion from the Joint Project Team continuing to develop a robust, diverse and highly qualified applicant pool
- Corporate Contributor presentations from Volk Optical, Zeiss Meditech and Essilor
- Board roundtable on the Optometry Admission Test (OAT)
- Resolutions recognizing Dr. Karla Zadnik and Dr. Harue J. Marsden (posthumously).

Following the Annual Meeting, invited guests attended the Annual Leadership Luncheon. There, ASCO presented its Special Recognition awards to:

- Melvin Shipp – ASCO Lifetime Achievement Award
- Catherine McDaniel – ASCO Rising Star Award
- Mike Elton – ASCO Ophthalmic Industry Leadership Award
- Gregory M. Fecho, Jamie Althoff and Patrick Hardigan – Dr. Lester Janoff Award for Writing Excellence

The ASCO Board of Directors next meets in Chicago on October 10, 2017.
ASCO’s leadership, including volunteers at all levels of the organization along with staff, has been hard at work for the last year and a half developing a comprehensive Strategic Plan for the organization, the first such plan in 14 years. The goal has been to create a plan that is flexible enough to address changes, over time, within the practice of optometry, trends in education, and the evolution of health care delivery. This plan articulates a vision for the future and a core purpose for the association, and identifies and prioritizes strategies that will help ASCO deliver on its mission. ASCO’s Board of Directors reviewed and approved the final plan at the Annual Meeting, held in June in Washington, DC.

ASCO’s new Mission Statement is now:

“The Association of Schools and Colleges of Optometry (ASCO) advances optometric education and research to enhance the health and well-being of the public.”

This mission is further described this way:

The Association of Schools and Colleges of Optometry (ASCO) accomplishes this mission through collaboration with educators, administrators, residents, students, industry, government, healthcare organizations, and other stakeholders through its education, research, advocacy and development activities, in order to nurture robust, forward-thinking, and evidence-based optometric education and research.

Our first-ever Vision Statement is:

“The public benefits from enhanced eye and vision health through excellence in optometric education and research.”

This vision is illustrated in the plan with the following description:

The Association of Schools and Colleges of Optometry (ASCO) serves as a catalyst for the advancement of optometry. ASCO member schools and colleges provide the best education, conduct the most innovative research, and attract and graduate the highest quality professionals who reflect the diversity of the populations we serve. Our graduates go on to serve as doctors of optometry, researchers, educators, collaborators, and leaders in the health care community.

ASCO’s Core Values are now:

- Leadership
ASCO leads the optometric education community and encourages excellence and leadership in students, residents, faculty, and administrators through the promotion of an inspiring vision for the future. ASCO is a highly trusted source/authority for information about optometric education. Its audiences include the public, the media, and public policy makers. ASCO promotes outcomes that are best for students and patients.

- **Innovation**

ASCO is a catalyst for a better future through innovation. Creative approaches to education, research, scholarship, and service are demonstrated by a culture that recognizes and celebrates diversity of thinking and perspectives; strives for excellence; accepts reasonable risk, and appreciates the learning that comes from valuable failures.

- **Inclusion**

No individual is as creative or effective as a group of well-focused, collaborative individuals. The same is true for organizations. ASCO sustains a strong sense of community among those involved in optometric education. ASCO creates an environment where students, residents, faculty, administrators, patients and their families, other healthcare practitioners, researchers, and scientists all feel heard, safe, respected, and supported. This value is evidenced by appreciation for a diversity of opinions, perspectives, and backgrounds, by strong teamwork among volunteers and staff, and by actively pursuing opportunities to work cooperatively with other organizations. It is further supported by an inclusive organizational structure that provides opportunity for engagement, allowing a variety of stakeholders to contribute, and providing for enhanced communications and collaboration.

- **Integrity**

ASCO acts consistently in accordance with its mission, being honest and transparent in what we do and say, with an unwavering desire to conduct the highest quality programs and to collaborate with other groups and organizations with similar goals. ASCO focuses on pursuits that have a direct impact on people’s lives, through the thoughtful establishment of priorities, and the use of evaluation processes, centered on the impact to students, residents, faculty, administrators, researchers/scientists, and patients. This value is demonstrated in behavior that exhibits commitment to high professional standards; that upholds accountability for the trust placed in us by our faculty, students, and residents; that promotes ethical behavior among all individuals involved in the work of the association and in optometric education.

A major part of the Plan is the identification of goals that will lead to the association continuing to meet its mission in a quickly changing healthcare environment. Five Key Strategic Objectives were
established:

- Attract a robust, highly qualified, diverse applicant pool of students pursuing the necessary education required to treat, care for and improve overall vision and health patients everywhere. *(Applicant Pool Development)*
- Establish and promote career and leadership development programs for faculty, administrators, residents and students. *(Leadership & Career Development)*
- Serve as the leading voice for optometric education. *(Advocacy)*
- Develop and facilitate inter-institutional and interprofessional collaboration among ASCO member institutions. *(Collaboration)*
- Develop systems to assure effective governance, responsible resource allocation, and appropriate infrastructure development. *(Organizational Sustainability)*

The accompanying implementation and evaluation plans are currently being finalized.

ASCO thanks the members of the Strategic Planning Committee for their dedication and hard work leading the effort during the planning process: Dr. Karla Zadnik, OSU (chair); Dr. Jenny Coyle, PUCO; Dr. David Damari, MCO; Dr. Larry Davis, UMSL; Dr. David Heath, SUNY; Ms. Dawn Mancuso, ASCO; and Dr. Lewis Reich, SCO;

Progress updates on ASCO’s efforts to implement this plan will appear in future issues of *Eye on Education*. 
First-year, full-time enrollment in regular OD programs at optometry schools and colleges grew by 5.2% in 2016-2017 to reach 1913, up from 1818 the year before, according to the 2016-17 Annual Student Data Report published in May 2017 and updated in June by ASCO. Contributing to this growth was an increase in the number of institutions enrolling students; there were 22 institutions in the continental U.S. and Puerto Rico enrolling students this year and 21 institutions in 2015-2016. The number of full-time first-year students enrolled in regular OD programs has increased 14.3% from five years ago when there were 20 programs.

Total enrollment in regular OD programs is 7024, a 1.8% increase over last year and an 11.7% increase over five years. The total number of graduates at the schools and colleges of optometry, both regular and special programs, increased 7.0% from 2015 (1557) to 2016 (1666). There has been a 25.1% increase in graduates from regular and special programs from 2011 to 2016.

In 2016-2017, the average cost for all direct expenses (tuition, fees, books and instruments) for a first-year resident student was $30,614 for a public school (an increase of 1% over last year) and $40,417 for a private school (an increase of 1.7%). First-year non-residents paid an average $48,426 for all direct expenses at a public school (a decrease of 1.0%), and $41,910 for all direct expenses at a private school (an increase of 1.8%). The full Annual Student Data Report, which includes several more categories of information, can be found on the ASCO web site at https://www.optometriceducation.org/wp-content/uploads/2017/06/ASCO-Student-Data-Report-2016-17-updated-June-2017-2.pdf. Data reflecting trends in optometric education can be found at https://optometriceducation.org/trend-data-in-optometric-education/.
ASCO staff were on hand at the AOA exhibit hall to promote the Inspiring Future ODs Program. The Inspiring Future ODs program is an educational effort that encourages Doctors of Optometry and students to speak to prospective students and community members about optometry as a rewarding future career. Those who registered for the program onsite were put into a drawing for a YETI cooler and a crystal bowl with the US Constitution inscribed on it. Ms. Pamela Ng, a student from Southern California College of Optometry at Marshall B. Ketchum University won the YETI and Dr. Maureen Kimmeth, an optometrist from Nokesville, VA won the crystal bowl.

To sign up and learn more about the program, visit the ASCO website at: www.optometriceducation.org/inspiring.
ASCO experienced a 4.4% decrease in applicants compared to the previous application cycle. There were 2,687 applicants who submitted a total of 13,339 applications. For applications, OptomCAS experienced a 2.1% decrease in applications submitted compared to last year. On average, applicants applied to 4.96 schools and colleges. A full report on the 2016-2017 application cycle will be available at the end of the year.

Applicants apply through OptomCAS, the Optometry Centralized Application Service, which just recently launched on June 28 for application cycle 2017-2018. All 23 ASCO member schools and colleges participate in OptomCAS.

For answers to questions about the applicant pool and OptomCAS, visit http://www.optomcas.org or contact Paige Pence, ASCO Director of Student and Residency Affairs, at ppence@opted.org.
The ASCO Student Affairs Officers met in Washington on June 19 during the American Optometric Association (AOA) meeting to discuss a variety of issues, including ASCO strategic planning, OptomCAS and the effort to further develop a robust, diverse and highly qualified national applicant pool. Staff from the American Dental Association (ADA) were on hand to discuss the latest on the OAT exam. The afternoon consisted of a presentation from Dr. Richard Valachovic, President and CEO of the American Dental Education Association on Addressing Stress within Health Professions Education and Beyond and a workshop on self-assessment tools used for students such as StrengthsFinder, LASSI, DISC and the Whole Brain.

For more information about the Student Affairs Officers, contact Paige Pence, ASCO Director of Student and Residency Affairs, at ppence@opted.org.
Judith Gertzog joined ASCO’s team in late May. Judith is entering her sophomore year at the University of Michigan where she plans to pursue majors in public health and public policy. Hoping to gain experience in the non-profit world and passionate about public health and policy related issues, Judith is excited to help ASCO promote the optometric profession.

Judith grew up in Bethesda, Maryland, but lives in Ann Arbor, Michigan during the school year. Her past experiences include interning for a local grassroots campaign where she conducted policy and donor research and participated in campaign fundraising and canvassing. Additionally, Judith was also an intern for her high school’s journal of psychology where she assisted with the editing and production of the journal.

So far, Judith has enjoyed her experience at ASCO and is excited to see what else they have in store for her. She looks forward to learning more about the field of optometry and developing an understanding for what makes a non-profit successful. Judith hopes to take the skills she learns from her time with ASCO and apply them to future internships and jobs.
The ASCO Academic Affairs Committee (AAC) will once again partner with the American Academy of Optometry for a session at the 2017 Chicago Academy meeting designed for students interested in research career paths in academia or industry.

Entitled “ASCO-AAO Optometry and Graduate Student Session: Exploring Academic and Research Career Options,” the session is slated for Friday, October 13 from 2-3 p.m. at the Lakeside Center, Room E270 on the 2nd level. Register here. It will be patterned after the jointly sponsored AAC-AAO 2015 Academy event.

A few renowned clinician scientists will briefly share their career path stories in hopes of encouraging students (who already are in or are considering research degree programs) and sharing with them helpful guidance about research in optometry/vision science and the career paths open to them in academic optometry and the vision care industry.

Details regarding the event will be shared with students through targeted marketing efforts by the AAO. For more information, contact Carol Brubaker at cbrubaker@opted.org.
ASC0 held its seventh biennial Summer Institute for Faculty Development (SIFD) on July 9-12 in St. Louis. This year’s program was co-chaired by Dr. Janice Scharre, Provost and Vice President of Academic Affairs of Salus University, and Dr. Tiffenie Harris, Associate Professor of the Western University College of Optometry, served as co-chairs for this year’s program.

Commenting on the value of the biennial event, Dr. Harris said, “I believe that SIFD is an invaluable service provided by ASC0. Faculty spends the time networking and working with mentors while gaining insight on the areas of teaching, scholarship, and service. They work on how to be a more effective teacher as well as how to develop their career goals for future promotion with a lifelong commitment to academic optometry.”

Dr. Susan Cotter was honored as the keynote speaker during the program. Dr. Cotter, Professor, Southern California College of Optometry at Marshall B. Ketchum University, has been involved with the 2009, 2013, and 2017 Institute’s, serving as a mentor and speaker.

Fifty faculty members from 23 schools and colleges of optometry and one Canadian institution attended. Ninety-seven percent of the participants reported that the program met or exceeded their expectations.

“[I] appreciate the genuine interest the mentors showed in my future.”

“Excellent! Appreciate the quality of the entire program!”

“It was an amazing experience. I’m walking away with a mentor that genuinely cares and I know I’ll stay in touch with her. It’s a great opportunity for us to take time to reflect on ourselves, while this can be put on the back burner with our daily responsibilities. Thank you for the wonderful opportunity.”
The goal of the SIFD is to provide participants with an opportunity to gain the necessary knowledge and skills to enhance their success in an optometric academic environment as lifelong productive faculty, thus contributing to increased retention of faculty in the schools and colleges of optometry. The program promotes active learning in a nurturing environment and is comprised of formal presentations, workshops and shared activities in the areas of teaching and learning, scholarship and research, and academic culture. Each attendee worked with mentors to develop a long-term career plan with specific goals, objectives and action strategies.

ASCO thanks Alcon, Allergan, Essilor, and the National Board of Examiners in Optometry for generously sponsoring the SIFD. Representatives from Alcon (Tom Duchardt) and Allergan (Mark Risher) attended the Institute this year. The next program will be held July 14-17, 2019. For more information on the SIFD, e-mail ASCO’s Director of Meetings and Special Interest Groups LaShawn Sidbury, or call her at (301) 231-5944 ext. 3012.

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Record Number of Attendees Rate the 2017 Faculty Development Program a Success
ASCO’s Board of Directors elected its Executive Committee for fiscal year 2017-2018. They are: President, David A. Damari, Dean, Michigan College of Optometry at Ferris State University; President-Elect, Dr. Elizabeth Hoppe, Founding Dean, Western University of Health Sciences, College of Optometry; Secretary-Treasurer, Dr. John Flanagan, Dean, University of California at Berkeley, School of Optometry; At-Large Member, Dr. Morris Berman, Dean, MCPHS University, School of Optometry; and Past-President, Dr. Karla Zadnik, Dean and Professor, The Ohio State University, College of Optometry.
Reichert® Introduces New Family of ClearChart® 4 Digital Acuity Systems


The all new family of ClearChart Digital Acuity Systems is all-in-one, elegant, simple to use, and uniquely designed to meet all acuity testing needs with a wide selection of optotypes and other special test charts. Optotypes include the following: 17 letter set, 8 letter set, Sloan, HOTV, Landolt C, Landolt C & O, Tumbling E, and Children’s Optotypes, among others. Some of the special test charts include astigmatic testing, fusion, phoria, and binocular balance. Optotypes can be isolated, increased or decreased in size, and displayed in LogMar, Snellen, or Linear progression.

The ClearChart 4, ClearChart 4X, and ClearChart 4P all feature new 24 inch, high-resolution, LED backlit displays that are lightweight, cool running, and long lasting. The intuitive user interface, whether controlled from the Phoroptor® VRx Digital Refraction System or SightChek™ Digital Phoroptor, or by an easy-to-use infrared remote, provides the best user experience of any digital acuity chart.

Requiring no separate components or software, ClearChart Digital Acuity Systems are free of moving parts, noisy fans, and spinning hard drives, providing silent, and dependable operation. ClearChart Digital Acuity Systems can be configured for standard or mirrored viewing to accommodate refracting distances from 6ft to 24.6ft (1.83m to 7.5m).

ClearChart 4X and ClearChart 4P users have the ability to easily import images and videos to customize their digital acuity system by simply importing files from a USB drive. ClearChart 4X and ClearChart 4P also include ETDRS, contrast sensitivity, and patient education slides.
Reichert ClearChart Digital Acuity Systems are built on Reichert’s legacy of innovation in acuity and refraction and are proudly made in the United States in Reichert’s state-of-the-art manufacturing facility and world headquarters in Buffalo, NY, USA.

To learn more about Reichert’s new ClearChart 4 Digital Acuity Systems visit www.reichert.com/clearchart.
Walmart Announces Winners of Scholarship Competition

The final round of the Walmart and Sam’s Club Project Foresight National Scholarship Competition was held in conjunction with Optometry’s Meeting in Washington, DC.

Thirty-one teams (62 students) from 14 optometric institutions across the nation participated in this year’s competition. The 16 student finalists (eight teams) met with the Walmart and Sam’s Club Health and Wellness leadership in attendance to network and build relationships. The teams presented their ideas to our panel of judges (Dr. Chris Cordero – Optometry/Optical Health & Wellness Professional Relations, Dr. Doug O’Connor – Walmart Associate Doctor Partner, Warren Moore – Sr. Director Health & Wellness Operations Support, Sharon Early – Health & Wellness Regional Talent Specialist, Jaime Reilly – Walmart Health & Wellness Regional Director, and Kevin Morgan – Sam’s Health & Wellness Regional Director) on how Walmart and Sam’s Club partners with Doctors of Optometry and how they envision that partnership moving forward.

Walmart and Sam’s Club hosted a Dessert Reception to announce the winners of this prestigious competition. Numerous students, Deans and Presidents of various institutions, friends, family, and the Walmart and Sam’s Club Health and Wellness leadership team members were in attendance for the announcement of the overall winners of the competition.

Each of the eight teams that advanced to the final round of the competition was awarded a $1,500 team scholarship in addition to a $1,500 team travel grant to attend and compete in the final round of the competition at Optometry’s Meeting. As the runners up, Aaron Nichols and Mohammed Jomha from the Illinois College of Optometry received a $5,000 team scholarship. Kate Hamm and Rachel Simpson from the University of St. Louis-College of Optometry received a $15,000 team scholarship as the grand prize winners.
Bausch + Lomb Unveils AMD Virtual Experience with State-of-the-Art Technology at Optometry’s Meeting

Bausch + Lomb, a leading global eye health company, announced the launch of a new virtual reality (VR) tool using state-of-the-art technology. The Age-Related Macular Degeneration (AMD) Virtual Experience, unveiled during the annual meeting of the American Optometric Association (AOA), June 21-25, in Washington, DC, will allow eye care professionals to experience the daily challenges this condition brings their patients with mild to more advanced stages of AMD.

“We’ve developed several initiatives to raise awareness around this condition. Now, for the first time, we’ve created a platform that goes beyond traditional awareness and enables eye care professionals to see what life is like with AMD,” said Joseph Gordon, president, Consumer Health & Vision Care, Bausch + Lomb. “We are continuously looking for creative ways to educate the public about eye health and we hope by showing eye care professionals their AMD patients’ struggles first-hand, it will encourage them to be even better stewards of care.”

AMD is a progressive eye disease, affecting an estimated 13 million people, and is a leading cause of vision loss in people age 50 and older. Approximately one out of five people over the age of 65 will be diagnosed with the disease, characterized by the loss of central vision. While there is no cure, certain steps, such as smoking cessation, regular exercise, a healthy diet and taking an AREDS 2 eye vitamin can help reduce the risk of progression. PreserVision® AREDS 2 has the exact nutrient formula recommended by the National Eye Institute for people with moderate-to-advanced AMD.

“I spend a lot of time talking to my AMD patients and their family members about steps they can take to help reduce their risk of disease progression,” said Jeffry Gerson, an optometrist from Grin Eye Care in Leawood, Kansas. “Now, after being able to fully relate to what my patients are dealing with through the AMD Virtual Experience, it has underscored, even more, the importance for me as a practitioner to communicate to my patients the importance of reducing their risk of progression.”

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Bausch + Lomb Introduces renu® Advanced Formula Multi-Purpose Solution

Bausch + Lomb, a leading global eye health company, today announced the launch of renu® Advanced Formula multi-purpose solution for soft and silicone hydrogel contact lenses. This unique formula combines three disinfectants and two surfactants to provide excellent lens cleaning and disinfection, in addition to all-day comfort.

“In 1987, Bausch + Lomb was the first company to bring an ‘all-in-one’ multi-purpose disinfection
solution to the market with the launch of the renu® brand, which has grown to over three million loyal users today, who continue to trust renu® as their lens care solution of choice,” said Joe Gordon, general manager, U.S. Consumer Healthcare and U.S. Vision Care, Bausch + Lomb. “As with all of our products, we are continuously listening to our patients’ feedback on how we can best address their eye health needs. For this reason, we are excited to add this new and improved renu® to our flagship solutions portfolio to provide dedicated renu® users with an advanced formulation of the product.

Today’s launch also speaks to the continued growth of Bausch + Lomb’s Consumer Healthcare business. In addition to renu®, the business’ portfolio includes Biotrue® multi-purpose solution, the No. 1 multi-purpose solution brand in households, which provides up to 20 hours of moisture. The portfolio also includes PreserVision® AREDS 2 Formula Eye Vitamin and Mineral Supplement, which has the exact nutrient formula recommended by the National Eye Institute for people with moderate-to-advanced Age-Related Macular Degeneration (AMD), and Soothe® XP eye drops, the only eye drop containing Restoryl® mineral oils. Restoryl® helps restore the outer protective lipid layer that keeps in moisture, while protecting against further irritation.

The new renu® Advanced Formula multi-purpose solution will be the only renu® solution on the market, replacing renu® sensitive and renu® fresh, beginning in June 2017 in major retailers. For more information on renu® Advanced Formula multi-purpose solution, please visit http://www.bausch.com/renuadvancedformula.
Programs and Benefits for Students and Young Professionals at Vision Expo West

From free Pop Up Talks on the show floor to expert panels to access to word-class education, International Vision Expo continues to offer students and young professionals the resources and education they need to get their careers off to a strong start. Students attending Vision Expo West have access to benefits including:

- Free Exhibit Hall Registration ($150 value)
- Free Unlimited Education
- Free Networking Events and Programs

Students and young professionals can see education recommended just for them from their peers in the Young Professionals Club (YPC) Advisory Group. Advisory group members have suggested courses that will be valuable to the next generation of ECPs, from the fundamentals of practice success to creating memorable patient experiences.

Matt Geller, OD, Co-Founder & CEO of Vision Expo partner NewGradOptometry.com, will lead expert panels with career tips just for students and young professionals each day in the NewGradOptometry.com & CovalentCareers LIVE booth (LP6115). Attendees can also visit the NewGradOptometry team for additional mentoring and networking opportunities geared toward new ODs.

Plus, fast and free Pop Up Talks are coming back to Vision Expo West this year. Students and young professionals can stop by The Galleria Lounge and take 30 minutes to get up-to-date on fashion forward trends and key industry topics in an intimate, interactive setting right on the show floor – no RSVP required.

Visit our website for more information on programs and benefits available to students and young professionals at Vision Expo West (September 13-16).

If your institution is interested in offering discounts on exhibit hall access and education to alumni, contact Rachel Salabes at rsalabes@thevisioncouncil.org.
RevolutionEHR News

Rev360 Acquires EyeDock

Rev360 is pleased to announce the acquisition of EyeDock, the leading online clinical reference for optometry, and the addition of EyeDock founder, Todd Zarwell, OD, to the Rev360 ECP Leadership Team.

EyeDock.com is a subscription based optometry resource featuring a comprehensive database of contact lens parameters, clinical calculators, a topical ophthalmic medicine database, GP lenses and a refracting tutorial and simulator.

While continuing to manage the EyeDock database, Dr. Zarwell provides infrastructure technology expertise to SmartFlow for Sight™, and vast contact lens knowledge to enhance the RevolutionEHR software platform and support the efforts of practices and doctors to streamline patient care experiences.
Topcon Medical Systems Announces Launch of Research Foundation

Topcon Medical Systems (TMS) of Oakland, NJ announces that it has established a Topcon Research Foundation (TRF), which will provide support for studies sponsored by independent investigators and institutions that utilize Topcon products to advance medical and scientific knowledge in the field of ophthalmology.

Researchers and institutions are invited to apply for a grant from Topcon by submitting their funding request and study details to www.topconresearchfoundation.com.

“We are very excited to begin this initiative,” stated Bob Gibson, VP of Marketing & Product Planning for Topcon Medical Systems, “The Topcon Research Foundation closely aligns with Topcon’s mission of continually striving for excellence in product manufacturing through the development of innovative technologies. By partnering with independent researchers, the foundation will allow Topcon to lend its support to studies that can generate valuable medical and scientific information which can eventually lead to improvements in clinical care, the development of new treatments, and better delivery of healthcare to patients,” he added.

For more information on Topcon Medical Systems in general, visit www.topconmedical.com.

For more information on the Topcon Research Foundation and how to apply for a grant, visit www.topconresearchfoundation.com.
New Kids’ Resources from Transitions Optical Provides Educational and Marketing Tools for Eyecare Professionals

To help eyecare professionals better understand and treat young patients, Transitions Optical has released new kids’ resources featuring staff education and marketing materials.

Today’s kids, also known as Generation Z, make up more than a quarter of the U.S. population and have unique eye care needs compared to adults and kids of previous generations. The kids’ resources from Transitions Optical include information on the importance of vision in childhood development, the necessity of regular eye exams and the need to protect kids’ eyes from damaging UV and harmful blue light.

The materials also contain information on prescribing and dispensing corrective eye care to kids. Transitions® lenses are an ideal choice for Gen Z because they seamlessly adapt to the perfect tint, in any light. Plus, they help protect from UV rays and harmful blue light from digital devices, and especially bright sun.

There is also a range of marketing materials from social media graphics to counter cards available to help eyecare professionals promote their practice and highlight the importance of vision care for kids.

The Transitions Optical kids’ resources can be viewed online and downloaded by visiting TransitionsPro.com/Kids.
Popstar Andy Grammer Headlines ‘A Celebration of Optometry’

Andy Grammer’s latest hit, “Fresh Eyes,” brought down a house full of eye experts on the last night of Optometry’s Meeting in Washington, DC. Sponsored by HOYA Vision Care, Optometry’s Meeting and ‘A Celebration of Optometry,’ Grammer’s performance was a huge hit.

“We’re happy for the opportunity to support the AOA with a huge talent at such a fun event. Andy Grammer exceeded all expectations!” said Barney Dougher, President of HOYA Vision Care, North America. He continued, “The AOA does so much for the benefit of optometry and the lives they improve though delivering better eye sight every day. Patients deserve the very best and members of the AOA bring the very best to vision care everyday around the world. Sponsoring this event is a great way to show our support of the AOA and support their mission to benefit patients and humanity. Thank you to the AOA for allowing Hoya to be part of the celebration.”

‘A Celebration of Optometry’ was attended by more than 1,000 people, primarily independent practice optometrists. Andy Grammer performed many of his hits including, “Keep Your Head Up,” “Fine By Me,” and his latest “Fresh Eyes” to a loud and appreciative crowd for nearly two hours.

Additionally the President’s Celebration recognizes the new AOA president, Chris Quinn, OD, and board of directors. During times of rapid change in optometry, strong leadership is needed and as the Ally, Hoya looks forward to a continued strong and growing relationship with the AOA and its leadership team. Hoya very much appreciates the dedication and passion demonstrated by the AOA leadership, staff, and volunteers.
National Vision, Inc. Awards Three NOSA Members with Grants

National Vision has established a partnership with the National Optometric Association (NOA) to provide grants to the members of the National Student Optometric Association (NOSA). In its second year, the grant program recognizes three students annually, awarding a total of $7,000. The mission of the NOA, “advancing the visual health of minority populations,” is parallel with National Vision’s mission of making quality eye care and eyewear more affordable and accessible to all. NOA community service projects and NOSA screenings enhance vision care services in minority communities, which are often underserved. Through this grant, National Vision hopes to encourage students to continue their work in primary care and to recognize its importance in an ever changing health care environment.

This year’s grant essay topic was Technology & its Impact on Optometry. National Vision asked students to share their perspectives on how technology has changed the field thus far, how they think innovations will impact it in the future, and how they envision utilizing technology once a practicing optometrist. All active NOSA members in good standing with an optometry school in the US or Puerto Rico were eligible to enter and submit responses through a 500-word essay or short video.

The grant winners were announced Friday, July 14th at the NOSA Scholarship Awards presentation during the 9th Annual NOA Convention & CE Program in Portland, OR.

2017 NOSA Grant Winners

1st ($4,000) – Fatimah Hassan, SALUS 2018

2nd ($2,000) – Terynn Chan, PUCO 2019

3rd ($1,000) – Jonathan Chen, UHCO 2018

As a proud partner, National Vision is honored to support NOSA and to help make it possible for the NOA to continue advancing the visual health of minority populations. Congratulations to all winners!
Johnson & Johnson Vision Champions Eye Health Advocates Through All-new Advocacy Academy

Johnson & Johnson Vision Care, Inc. announced the launch of Advocacy Academy, an on-demand virtual learning tool to educate, empower and mobilize a new community of eye health advocates to engage with lawmakers, agencies and patient associations on key issues impacting eye health. Advocacy Academy is the latest addition to the company’s Vision to Action advocacy efforts.

The self-paced modules are designed with generational learning styles in mind and provide guidance to eye health professionals who have an interest in sharing their expertise and insights with lawmakers, agencies and associations to effectively advocate for policies that put patients first.

“So many eye care professionals have asked me how to get involved – what they can do to make an impact,” said Carol Alexander, OD, Director of Professional Communication, Vision Care, for Johnson & Johnson Vision in North America. “It is exciting because there actually is so much we can do – engaging with lawmakers, agencies and associations is an important component of advocacy, but even a simple phone call, or sharing the right information with a network on social media can bring necessary attention to important issues in eye health.”

Coinciding with the launch of Advocacy Academy, Johnson & Johnson Vision has also revamped its online home for eye health advocacy information – Vision to Action – formatting the site for easier search and quicker access to the most relevant resources. Vision to Action is the next generation one-stop shop for resources that eye care professionals, policymakers and the public can use to stay updated on policy initiatives and proposals at the state and federal levels impacting eye health. Visit www.jnjvisioncareinfo.com for more information.
“As we continue to make progress with our advocacy efforts, we want to make it as simple as possible to equip eye care professionals with the resources and information they need to become advocates, too,” said Millicent Knight, OD, Vice President, Professional Affairs, Vision Care, for Johnson & Johnson Vision in North America. “With the launch of Advocacy Academy and a newly designed Vision to Action website, we are confident that the results of our combined advocacy efforts will continue to make a real impact for patients and doctors.”
Dr. Carolyn Begley, a faculty member at Indiana University School of Optometry, presented a poster titled, “Why is the Tear Film Important?” at the Dry Eye: An Updated Definition, A Greater Impact on Vision Health Event held on Capitol Hill on July 12, 2017. Her poster explained the purpose of tear film and what happens when one’s tear film is inadequate. Her poster presentation was part of a larger event that was sponsored by the Alliance for Eye and Vision Research (AEVR) and the Tear Film and Ocular Surface Society (TFOS) which was held in honor of Dry Eye Awareness Month.
Kate Hamm (UMSL ’19), and Rachel Simpson (UMSL ’19) were honored as one of the eight teams invited to Washington, D.C. to compete for two large scholarships via Project Foresight, the Walmart Care Partners scholarship competition.

Students create their own two-member teams to compete for a $1,500 team scholarship in their region and the chance to travel to the 2017 Optometry’s Meeting to compete for the first place – a $15,000 team scholarship and second place – $5,000 team scholarship.

Teams are asked to design an optometric practice that impacts their community. The practice must demonstrate how it will promote the profession of optometry as well as respect for the individual, service to customers, excellence and integrity. Their plan entitled “Attract Millennial Optometrists” was enough for them to receive the top award.
Angelique Sawyer, OD, '08, was awarded the Young Optometrist of the Year Award from the American Optometric Association. Dr. Sawyer has been in practice less than 10 years and demonstrates remarkable leadership when serving the profession, patients, and her community.

She is currently serving as President of the New Hampshire Optometric Association.

Congratulations Dr. Sawyer!
This year, the School of Optometry & Vision Science celebrates 50 years since moving to the University of Waterloo in 1967. To mark this important milestone we have a year of events and initiatives planned that are aimed to pull together alumni from across the country and around the world to celebrate our growth and successes.

To date, we have announced our 50th Anniversary Alumni of Honour Awards recipients who were recognized for their outstanding contributions to the profession and their communities. Congratulations go to: George Woo, Graham Strong, Susan Cooper, Bill Bobier, Scott Mundle, Derek MacDonald, Andrew Hartwick and Cheryl Bayer.

We have also created a Memories and Predictions page on our website and have launched a Name your Seat fundraiser to support clinic equipment and technology.

50th Anniversary Weekend – September 22 – 24th, 2017 will be our big celebration. Accompanying an outstanding CE program we will also host an Alumni Skit Night (get a team together and relive the fun!), have a formal Gala featuring guest speaker Dr. Larry DeLucas, astronaut, Doctor of Optometry and researcher and dance the night away with the Lost Faculties (who have reunited for the occasion), and will cap off the weekend with a road hockey tournament.
The Waterloo School of Optometry & Vision Science is Celebrating 50 Years!

Following the weekend, you can also catch up with us at the American Academy of Optometry Conference in Chicago. We will continue to celebrate our 50th and share highlights from the big weekend during the Canadian Schools Alumni and Friends Reception on Friday, October 13th at Palmer House.

Whether you are near or far, there are ways to take part in Waterloo School of Optometry & Vision Science’s 50th anniversary! Get your 50th gear, share a memory, name your seat or join us for our weekend celebration [www.uwaterloo.ca/optometry-vision-science/50th-anniversary](http://www.uwaterloo.ca/optometry-vision-science/50th-anniversary).
The Arizona College of Optometry at Midwestern University has re-opened their pre-clinic laboratory at their campus in Glendale, Arizona.

The re-design and expansion of the 4,407-square-foot lab and attached classroom will be utilized in all Methods, Low Vision, and Contact Lens courses. The new lab contains a new teaching lane and 30 student workstations that each include an exam chair and stand, desktop, and cabinet storage area.

The technology of the lab has been upgraded so that live or recorded videos may be sent to monitors at each individual work station. This has led to improved live demonstrations as the professor can broadcast the same image to each station simultaneously from their teaching lane. An internal camera captures exactly what the doctor is seeing, while external cameras surrounding the doctor are used to demonstrate positioning and technique from different perspectives. Multimedia broadcasts can also be shown to each station.

Three separate, enclosed exam lanes have been designed to simulate the NBEO experience. Video in these lanes provide enough detail that student performance can be recorded and used for self-critique and/or proficiency evaluation.
In June, Salus University’s Pennsylvania College of Optometry (PCO) clinical and didactic faculty, members of the Pennsylvania Optometric Association and the first cohort of Accelerated Optometry Scholars took part in an in-depth training experience for advanced optometric procedures in laser surgery. Taught by faculty from the Northeastern State University Oklahoma College of Optometry, the course provided participants with the knowledge needed to advance their practice in any state.

Spearheaded by Drs. Alissa Coyne and Elizabeth Tonkery, the goal of the training was to ensure Salus PCO faculty can provide students with the utmost preparation before they enter the professional world. Currently, only Oklahoma, Louisiana and Kentucky allow Doctors of Optometry to perform minor laser surgical procedures.

“The main purpose for the course is for our faculty to be trained at the highest level of our scope of practice nationwide in order to provide educational instruction to our students so they, in turn, can practice in any state once graduating,” Dr. Coyne said.

During the four-day training, participants learned about the fundamentals of optometric surgery including, chalazion (benign, painless bumps inside the eyelid) management, local anesthesia, and introduction to suturing, among other topics. The 32-hour course also included hands-on labs where participants could practice some of the newly learned skills.
New Free Online Resource on Scleral Indentation

Pacific University’s College of Optometry’s new scleral indentation website http://web5.lib.pacificu.edu/scleralindentation/ is now available. The website is also available through the ASCO website (optometriceducation.org) under its Library/Resources tab.

This site is an educational reference for all eye care professionals and optometric institutions. It features a video introduction to scleral indentation and video examples of performing scleral indentation on various retinal pathology.
Jamie (Roden) Pucci ’18 OD received the 2017 Norman E. Wallis Award for achieving the highest score on the National Board of Examiners in Optometry Part I Basic Science Examination.

The award was presented at Optometry’s Meeting 2017 in Washington, D.C. Interim Dean of Salus Pennsylvania College of Optometry (PCO), Dr. Melissa Trego, accepted the award on Pucci’s behalf as she is currently completing her externship in Japan. Ms. Pucci is a member of the University’s Accelerated Scholars program, which selects a small group of students to complete a multi-faceted, well-rounded Doctor of Optometry degree in three years, rather than the typical four, without cutting out any course material.

Ms. Pucci was thrilled to receive the award and dedicates her achievements to the extensive preparation her instructors provided.

“This award is a testament to the hard work and dedication of our professors at PCO,” Pucci said. “Not only did they make sure that my classmates and I knew enough to pass the Board exam, they also, and more importantly, made sure that we could apply this basic science knowledge to our developing clinical practice. I am incredibly grateful to have such thoughtful, wise and compassionate role models to learn from.”
Clinical Procedures Lab and Virtual Reality Simulation Lab Now Open at Salus PCO

After more than two years of planning and five months of construction, equipment delivery and assembly, the revamped Optometry Clinical Procedures Lab is now open, along with the newly added Virtual Reality Simulation Lab. These two major initiatives aim to keep Salus at the forefront of optometric education delivery, and are part of the University’s five year Strategic Plan and Master Facilities Plan.

The renovated Clinical Procedures Lab features state-of-the-art ophthalmic equipment from a variety of manufacturers. The lab allows students to refine their examination skills and become flexible clinicians who are able to use a variety of equipment, which will be helpful in private or commercial practice upon graduation. The newly renovated 34 bays each include slit lamps with teaching tubes and access to electronic medical records, making the transition to patient care at The Eye Institute, the University’s optometric clinical facility, and externships fairly seamless. The size and layout of the lab also allows for classes to be taught by multiple instructors. Lessons can include learning a few different skills at once as students rotate in small groups to various stations throughout the room.

The Virtual Reality Simulation Lab features state-of-the-art VRmagic equipment and software for virtual retinal examinations. The lab includes eight stations for indirect ophthalmoscopy and four for direct ophthalmoscopy. Each station is equipped with a touch-screen monitor, a model patient head, and the tools needed for either direct or indirect ophthalmoscopy. The indirect ophthalmoscopy stations also include a wearable headset with a display monitor. The VRmagic software has various modules users can select to test a variety of skills such as properly using an ophthalmoscope, finding shapes on the retina, examining objects found on a retinal map, locating and identifying retinal pathologies, and using a case-study format to examine a model patient. One of the features of the lab that stands out is the capability to have the simulator projected for group learning, further enhancing the students’ understanding of the cases and concepts being reviewed.

University president Dr. Michael H. Mittelman believes the labs will help Salus PCO stand out for students when choosing which optometry school to attend. “At Salus we are committed educating our students to the best of our abilities, which includes providing the latest technology and clinical training available,” he said. “Students are using state-of-the-art equipment to help them perfect the clinical skills needed to be top-quality healthcare providers as they excel in their graduate studies and
Clinical Procedures Lab and Virtual Reality Simulation Lab Now Open at Salus PCO

professional practices.”
Dr. Edward S. Bennett, College of Optometry, University of Missouri-Saint Louis Professor and Assistant Dean for Student and Alumni Relations, was installed as Chair of the AOA Section on Contact Lenses and Cornea during the 2017 Optometry’s Meeting in Washington, DC.

Last year, Contact Lens Spectrum counted Dr. Bennett among the 30 most influential in contact lenses from 1986 to 2016.
The International Association of Contact Lens Educators (IACLE) presented the prestigious IACLE Contact Lens Educator of the Year Awards and IACLE Travel Award at the 40th British Contact Lens Association Clinical Conference June 9-11, 2017.

The full story can be found at www.opt.uh.edu under the section “The Latest.”
The American Academy of Optometry Foundation (AAOF) announced their 2017 awards to recognize great accomplishments and contributions to the field of optometry. The AAOF annually distributes awards, grants, fellowships, and scholarships to graduate students, optometry students, residents, and faculty to recognize their achievements. This year, several faculty and alumni from New England College of Optometry (NECO) were among those selected.

Donald O. Mutti, OD, PhD, FAAO, Awards Committee Chair noted, “This year’s nominees were wonderful examples of dedication to vision research, vision care, education, and improvement of the visual welfare of all. It was a very difficult task selecting awardees from this list of accomplished people.”

Eli Peli, MSc, OD ’73, FAAO

Adjunct NECO Professor Eli Peli, MSc, OD ’73, FAAO, will receive the Charles F. Prentice Medal and Lecture Award. The annual award is presented to a distinguished scientist or clinician scientist for their research contributions in advancing knowledge in vision science throughout their career.

Dr. Peli is a senior scientist and the Moakley Scholar in Aging Eye Research at the Schepens Eye Research Institute. He is an adjunct professor in the Department of Vision Science at NECO and serves as a graduate faculty mentor for students in the Graduate Research Studies Program.

Mitchell Scheiman, OD ’75, PhD, FAAO
Mitchell Scheiman, OD ‘75, PhD, FAAO, was selected for the Glenn A. Fry Award and Lecture. The AAOF explains that the award is “given annually to a distinguished scientist or clinician scientist in recognition of the quality, significance, impact, and relevance to optometry of his or her current research contributions.”

Dr. Scheiman is Dean of Research and Director of Graduate Programs at Salus University. His research efforts have been related to vision therapy and binocular vision. He is currently the national Study Chair of the NEI-funded, multi-center, Convergence Insufficiency Treatment Trial – Attention and Reading (CITT-ART).

Lynette Johns, OD ‘04, FAAO, FSL, FBCLA

Lynette Johns, OD ‘04, FAAO, FSL, FBCLA, was chosen to receive the Founders’ Award from the AAOF. The Founders award is given in honor of the Academy Fellows who founded the AAO Contact Lens Section. The award is given to “an individual, group, or company who has made an outstanding contribution to the clinical aspect of the art of science of contact lens fitting.”

Dr. Johns is an adjunct assistant professor with the Contact Lens Service at New England College of Optometry. She speaks nationally and internationally on specialty contact lenses, irregular corneas and severe ocular surface disease.

Laura Goldberg, OD ‘16, MS
Recent graduate Laura Goldberg, OD ‘16, MS was selected for the Julius F. Neumueller Award in Optics for her work submitting a first-authored original research paper while still an optometry student. Read more about her award.

Award recipients will be recognized Friday, October 13, 2017 at the awards ceremony during Academy 2017 conference in Chicago. For an overview of the awards, scholarships and grants, visit the AAOF website.
Optometry programs traditionally involve four years of study toward an OD degree. Upon graduation, many graduates choose to pursue an additional year of post-graduate training in a specialized area as a part of a residency program. On June 16, 2017, thirty-eight NECO residents gathered at the College to participate in the annual John E. Asarkof Spring Residency Conference. This event honored their work receiving additional training.

This year’s residency group was comprised of graduates from optometric schools and colleges across the country. The 2016-17 resident roster included many NECO graduates, as well as ODs from ICO, MCO, MCPHS, NOVA, Salus, SCO, SUNY, UC Berkeley, and Western University. The residents participated in programs at 15 sites throughout New England over the past year, working with mentors at VA hospitals, medical centers, hospitals, and community health centers. Their specialty areas included primary care, ocular disease, cornea/contact lens, pediatric optometry, and community health optometry.

The conference included individual and group resident presentations as well as a resident poster presentation session. At the Residents’ Luncheon, President Clifford Scott and Interim Dean of Academic Affairs Sandra Mohr presented the residents with their Certificates of Completion. A Residents’ Reception followed the conference to celebrate, affording the residents and their mentors an opportunity to celebrate their accomplishments.
Eight Students Welcomed to 2017 Summer Research Training Program

New England College of Optometry (NECO) recently welcomed eight students into the 2017 Summer Research Training Program. Funded by a research training grant from the National Eye Institute of the National Institutes of Health, T35, the program runs from May through August 2017.

The Summer Research Program is led by director Dr. Jane Gwiazda and designed for first year optometry students from NECO, as well as other optometric institutions across the nation. It is intended to encourage optometry students to pursue careers that include research. The 2017 program welcomes Jacqueline Albert from SCO-Ketchum and Lucia Yang from SCCO as well as NECO students Alex Hentschel, Zhongliang Ju, Enian Kallamata, Spencer Traxler, Gabriella Velonias, and Hannah Yoon.

During the summer research training program, students gained research experience in the laboratory from a mentor and spent a minimum of 320 hours doing research. Weekly seminars are held to introduce the students to all aspects of research. This year’s topics include:

- Dr. Chris Taylor, NECO: Experimental Design and Statistical Analysis
- Dr. Arthur Lage: Animal Care
- Dr. Paul White: IRB
- Dr. John Basl, Northeastern University: Ethical Conduct of Science
- Dr. James Akula, Children’s Hospital, Boston: Small-eyed Myopia: A Peculiar Consequence of Retinopathy of Prematurity
- Dr. Srinivas Pundlik, Schepens Eye Research Institute, Mass Eye and Ear: A Wearable Collision Warning Device for the Blind and Visually Impaired
- Dr. Jae-Hyun Jung, Schepens Eye Research Institute, Mass Eye and Ear: Prism Field Expansion/Visual Prostheses
- Dr. Susana Marcos, Instituto de Optica, Madrid: Photo-activated Techniques in Eye Treatments

At the end of the program, the T35 students will present their findings to the other trainees and mentors and any other interested faculty and students.
By participating in the T35 research program, these accomplished OD students experience hands-on research early in their academic careers, which leads many of them to obtain both an OD and MS degree in their four years at NECO. This early research exposure complements their clinical and didactic training, and helps to ensure that they will provide evidence-based eye care in the future.
Rachel Reed, UHCO OPT II, is the American Optometric Students Association’s National Liaison to the World Congress of Optometry (WCO).

She has been selected to attend the 2\textsuperscript{nd} World Congress of Optometry in Hyderabad, India from September 11-13, 2017.

This is an impressive honor to be selected to attend the WCO. For more information on the Congress, visit \url{www.worldcongressofoptometry.org}. 
Taylor Dahms (UMSL'18), was named the National Liaison for the Contact Lenses and Cornea Section during Optometry’s Meeting in June. And she loved it.

“It was very inspiring to see some of our greatest leaders in the field deliberate on the proceedings for the upcoming year and see their passion behind every decision they make. It was encouraging to see the industry members come to the council looking how best to help optometry as a whole and how to help strengthen all relationships to work together for a common goal,” Ms. Dahms says.

“It is a privilege to be able to work beside one of the most influential members in the field and be able to continue learning throughout this next year.”
Thomas F. Freddo, OD, PhD, FAAO, Adjunct Professor of Optometry at MCPHS, recently published a new textbook entitled, “Anatomy of the Eye and Orbit: The Clinical Essentials.”

Before coming to MCPHS, Dr. Freddo served as Professor and Director of the School of Optometry at the University of Waterloo in Ontario. He completed his BA at The University of Connecticut, his OD at The New England College of Optometry and PhD in Anatomy at Boston University School of Medicine, where he also completed a Fellowship in Ophthalmic Pathology. Before accepting the position in Canada, for 25 years, Dr. Freddo served as Professor of Ophthalmology and Pathology at Boston University School of Medicine where he also maintained a hospital-based practice of Optometry and Directed the Eye Pathology service at the Boston Medical Center hospitals. He also directed his NIH-funded research program in anterior uveitis and glaucoma. He is a recipient of the Glenn Fry Award for Excellence in Research, 11 teaching awards from two institutions and two honorary doctorates from the State University of New York and the University of Montreal. He is Past-President of the International Society for Eye Research, and served on the Board of the American Academy of Optometry, the Scientific Advisory Committee of Research to Prevent Blindness, as a consultant to the FDA Ophthalmic Medical Devices committee and the Board of Regents of Beta Sigma Kappa.

Co-author Edward Chaum, MD, PhD currently serves as Plough Foundation Professor of Ophthalmology, Professor of Pediatrics, Anatomy and Neurobiology, and Biomedical Engineering at The University of Tennessee Health Science Center in Memphis, Tennessee. Dr. Chaum completed his BA at Johns Hopkins University, and an MD plus a PhD in Cell Biology and Genetics at Cornell University. He completed residency training in pediatrics at the Massachusetts General Hospital and an ophthalmology residency at Boston University Medical Center where he and Dr. Freddo met. He
then completed a pediatric retina fellowship at The Massachusetts Eye and Ear Infirmary. Dr. Chaum has been honored with a National Eye Institute Research Career Award, listing in Best Doctors in America®, a Research to Prevent Blindness Senior Scientist Award. He and his collaborators have also received several national awards and patents for technological innovation.

The goal of the new text is to present optometry and ophthalmology residents, optometry students and interested medical students with the clinical essentials of ocular anatomy as a foundation for patient care. It emphasizes the aspects of eye and orbit anatomy that are most relevant to clinicians in training, providing the practical, real-world foundation necessary for practice. The book was published by Wolters-Kluwer and released on July 8.
William Beecher, a jewelry store owner in Southbridge, Massachusetts began producing the first steel and gold spectacles in America around 1843. Two years later, an industrious and creative young man named George Wells obtained work in Beecher’s optical shop and quickly became an asset. By 1869 Beecher, Wells, and Associates formed the American Optical Company (AO). This began a long line of notable developments including the introduction of rimless spectacles, adoption of the dioptric system of lens power, manufacture of toric lenses, and the acceptance of AO’s system of lens power by the U.S. Bureau of Standards. The introduction of the **Lensometer®** in 1921 provided the first practical means to measure spectacle power. AO also introduced the Ophthalmoscope, the additive Power **Phoroptor®**, the **Project-O-Chart**, and the Laser Photocoagulator.

In 1935 AO purchased the Buffalo, NY based Spencer Lens Company, a manufacturer of world-class microscopes. During WWII, AO manufactured gun sights, periscopes, and binoculars for the war effort and provided millions of pairs of prescription eyeglasses to the military. By 1950 AO had relocated all ophthalmic instrument manufacturing to Buffalo. Over the next 50 years AO ownership changed and the Reichert name was introduced in 1980 through a merger with a German keratome blade manufacturer, Reichert-Jung. The company operated as AO-Reichert Scientific until simply becoming known as Reichert in the 1990s.

By this time Reichert had become legendary for the **Non-Contact Tonometer** (NCT), developed by AO Engineer Dr. Bernie Grolman, during the 1960s and introduced in 1972. At that time optometrists were not permitted to administer topical anesthetic or touch the eye, so they could not perform Goldmann tonometry. The NCT provided a solution and became an immediate success. Over the next 4 decades Reichert established itself as the World Leader in Tonometry, continually innovating the NCT line as well as expanding its offering through acquisitions such as the **Tono-Pen®** and the Model 30™ Pneumatonometer. In the early 2000’s, using his vastly improved NCT technology, Reichert’s Chief Scientist, David Luce, PhD, pioneered the measurement of Corneal Hysteresis (CH) and developed the **Ocular Response Analyzer** – the world’s first device able to measure corneal biomechanical properties. This new device created a revolution in ocular biomechanics, resulting in over 700 peer-reviewed publications to date about the technology. The CH measurement is now
Industry Spotlight

recognized as important information for glaucoma risk assessment and improved accuracy of IOP measurements and has Medicare reimbursement in much of the USA.

As of 2011, Reichert Technologies, became part of the Ultra Precision Technologies Division of AMETEK, Inc., a U.S. company and leading global manufacturer of electronic instruments and electro-mechanical devices. **Our vision at Reichert is to lead the ophthalmic industry by providing the highest quality**, most innovative instruments to the eye care community. In keeping with tradition Reichert will continue to manufacture the bulk of their instruments in Buffalo, NY, ensuring high quality, providing jobs to the local community, and benefiting the U.S. economy. By continuing to innovate on traditional instruments, as exemplified by the **Phoroptor VRx** automated digital refractor, and offering cutting-edge diagnostic instruments like the Ocular Response Analyzer G3, Reichert will remain a primary source for eye care practitioners around the world.
Low Vision Educators SIG 2017 SUMMER MEETING SUMMARY

Met: July 13-15, St. Louis, MO

Chair(s): Sharon Lee (NOVA)

Actions:

1) Interprofessional education: Develop ideas for grant projects for multi-institution collaboration on interprofessional education study in low vision

2) iBook project: All authors are to finish editing their chapters and submit text materials to publisher by end of 2017 year

Additional Topics Discussed/Speakers:

ASCO Strategic Planning Update (Dawn Mancuso, Executive Director, ASCO)

Discussion #1: Inter-professional Education (Moderator: Vladimir Yevseyenkov (AZCOPT) | Speakers: Sarah Hinkley, MCO; Kierstyn Napier, WUCO; Nicole Patterson, NOVA)

Discussion #2: iBook Project Update, Discussion, and Group Work (Rich Jamara, NECO)

LVR Updates:

AAO Low Vision Section

AOA VR Section

AAO Low Vision Diplomates

Sponsor(s): Chadwick Optical, Enhanced Vision, Freedom Scientific, LHB Industries, HIMS, IrisVision

Next Meetings: October 12, 2017 (Chicago, IL) and July 12-14, 2018 (SCCOMBKU)
Ophthalmic Optics Educators SIG 2017 Meeting Summary

Met: July 27-29, 2017; Lincolnshire, IL

Chair(s): Michele Self (UAB) and Michelle Hoff (UCB)

Attendees: 33 attendees from 15 U.S. and one Canadian institution and six sponsor representatives

Topics Discussed/Speakers:

- Joe Bruneni Honorary Lecture (Phernell Walker)
- ANSI for Readers (Karl Citek, PUCO)
- Near Vision Research (Joe Pole, MCO)
- Why a Simple Piece of Plastic Costs as Much as an iPhone (Scott Shapiro, Europa Eyewear)
- ASCO Strategic Planning Update (Dawn Mancuso, ASCO)
- Blue Light (Mark Rosenfield, SUNY)
- Roundtable Discussions:
  - Case Reports on Visual Solutions (lead by Michelle Hoff, UCB)
  - VX40 Lens Analyses (lead by Michelle Hoff, UCB)
  - Curriculum and Technology (Michele Self, UAB)

Sponsor(s): Essilor of America, Europa Eyewear, Eye Med Vision Care, Hoya Vision Care, Transitions Optical, and Dr. Michelle Hoff (UCB)

Next Meeting: July 19-21, 2018 in Memphis, TN. The workshop will be chaired by Dr. Rick Savoy (SCO).

Contact: LaShawn Sidbury, ASCO’s Director of Meetings and SIGs, lsidbury@opted.org.