

# **EYE on EDUCATION**

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**August 2015**



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## Transition and Commemoration



Dr. David A. Heath

I am delighted and honored to be serving again as president of ASCO, an organization that has meant so much to me and plays such a vital role in our profession. This is a particularly exciting time for ASCO as we go through a major transition and approach the celebration of an important milestone.

I am very pleased to be welcoming Dawn Mancuso, MAM, CAE, FASAE, as our new Executive Director. Dawn will step into this role full-time at the end of August and she brings a tremendous set of skills and experience with her, which will undoubtedly be a major asset for ASCO. I am certainly excited to have the opportunity to work with her and I look forward to the ways in which our Association will develop and strengthen with Dawn as Executive Director.

In addition to welcoming Dawn this year, ASCO will mark its 75th anniversary in summer 2016. Such longevity is a testament to ASCO's strength of purpose. We should celebrate this key moment in our history but also use it as an opportunity to re-assert the important role that we play, not just in the training of optometrists but also within the broad and ever-changing world of health care in general. In recent years, ASCO has done more to affirm its leadership within this realm, and I hope we can use this anniversary as a jumping-off point to do even more.

In order for ASCO to remain strong for another 75 years and beyond, we have to be proactive and prepared for what the future of optometry and health care will bring. That's why we are initiating a robust, strategic planning process this year, which will help provide us with an intelligent, long-term blueprint for success.

Finally, the work that we do is entirely contingent on the expertise and collaboration of the extended ASCO community. I am grateful for the opportunity to work alongside all of you in our efforts to further advance ASCO and optometric education.

**David A. Heath, OD, EdM**



**ASCO President**

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## Number of Applicants to Optometry Schools Increases 4.8%

During the 2014-2015 application cycle, 2,729 people applied to attend the 21 U.S. schools and colleges of optometry, an increase of 4.8% compared with the same period last year. A total of 13,255 applications were submitted through the Optometry Centralized Application Service (OptomCAS), and applicants applied to an average of 4.86 programs each. A full report on the 2014-2015 application cycle will be available at the end of the year.

The current (2015-2016) application cycle, the seventh for OptomCAS, launched on July 1. The service enables applicants to schools and colleges of optometry to use a single web-based application and one set of materials to apply to multiple institutions. All 21 ASCO member schools and colleges participate in OptomCAS.

For answers to questions about the applicant pool or OptomCAS, visit [www.optomcas.org](http://www.optomcas.org) or contact [Paige Pence](#), ASCO's Director of Student and Residency Affairs.

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## Online Clinical Educators Forum Debuts



Dr. Donald Jarnagin, Chair of the ASCO Clinical Affairs Committee

On April 10, the ASCO Clinical Affairs Committee (CAC) conducted its first Online Clinical Educators Forum (OCEF). This clinical education professional development event reached 150 registered clinical faculty and many more attendees who participated in group-viewing settings. The program was presented by ASCO under the direction of the CAC Chair Dr. Donald Jarnagin with the technical oversight of the State University of New York College of Optometry's IT department via WebEx. Both current and former CAC members provided program and logistics oversight as part of the OCEF planning group. Chairs for the event were Dr. Richard Madonna, Dr. Neil Pence and Dr. Tammy Than.

OCEF supports the CAC's objective of identifying ways for schools and colleges of optometry to informally share expertise and resources in clinical education, services, research and administration. The forum enables participants to:

- develop relationships with other faculty who have similar interests to allow for personal enrichment and to provide insights that can be conveyed back to institutions
- explore collaborative efforts in clinical research and clinic procedure development
- share best practices.

A key objective of the first OCEF was to update clinical faculty on compliance and advances in technology and treatments. Presentations by renowned clinical educators from ASCO institutions covered topics such as clinical care, clinical grading, faculty development, integrating EHR into clinical teaching and providing effective clinical feedback. Participants could apply for up to three hours of COPE-approved distance learning continuing education credit for the event.

Dr. Madonna, speaking on behalf of the planning group, said "The CAC was thrilled with the level of participation at this year's forum and looks forward to future forums that we hope will reach an even greater number of faculty. This year's event made it clear that an online forum is not only feasible but desirable by optometric clinical faculty." Post-event survey feedback indicated that a majority of participants were satisfied or very satisfied with the sessions, registration process and web-based learning platform. One attendee reported the intention to propose "a change to our grading of clinical encounters and propose more educator development for faculty" as a result of the OCEF. Another responded that "I have already started making changes on clinical grading sheets and set an appointment with my supervisor to go over my goals and how to achieve them ... I have also updated my lectures with the new information I learned."

A second OCEF, contingent on funding, is being planned. For additional information about the forum, contact ASCO Manager of Professional Affairs [Carol Brubaker](#).

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## Participants Report High Satisfaction with ASCO's 2015 Future Faculty Program



Participants in the 2015 Future Faculty Program and Summer Institute for Faculty Development during a joint session.

All of the participants in ASCO's third Future Faculty Program (FFP), which was held July 12-14 at the Eric P. Newman Education Center in St. Louis, reported that the program met or exceeded their expectations. Ten graduate students/residents from nine schools and colleges of optometry attended this year's program.

The purpose of the FFP is to provide graduate students and residents with an opportunity to gain the knowledge and skills necessary to enhance their success in an optometric academic environment as career-long, productive faculty members. The FFP includes formal presentations, workshops and shared activities in the areas of teaching and learning, academic culture and professional development. Each attendee develops a long-term career plan with specific goals, objectives and action strategies through the mentoring program. Participants also have the opportunity to attend sessions in conjunction with ASCO's Summer Institute for Faculty Development (SIFD), including this year's keynote address ("Finding Your Professional Identity") given by Dr. Elizabeth Hoppe, Founding Dean, Western University of Health Sciences College of Optometry.

For more information on the SIFD and FFP, e-mail ASCO's Director of Meetings and Special Interest Groups [LaShawn Sidbury](#), or call her at (301) 231-5944 ext. 3012.

## Student Affairs Officers, Chief Academic Officers Meet in Seattle

The ASCO Student Affairs Officers met in Seattle, Wash., June 22 during the American Optometric Association (AOA) annual meeting to discuss a variety of timely issues, including ASCO activities, [OptomCAS](#) and the [Optometry Admission Test](#). For the fourth year in a row, a primary topic of discussion was the joint ASCO/AOA effort to further develop a robust, diverse and highly qualified national pool of applicants to schools and colleges of optometry. In addition, the Student Affairs Officers heard presentations from the National Optometric Student Association and on optometry and the Affordable Care Act. Roundtable discussions took place on the topics of admissions, student recruitment and transitional issues for students entering optometry school.



Image courtesy of Seattle Municipal Archives (item 108537).

ASCO's Chief Academic Officers (CAOs) also met on June 22 in Seattle, for a workshop centered on the theme of educational technologies. Representatives of VRmagic and Canon gave presentations on teaching procedures with virtual reality and teaching anatomy with virtual reality, respectively. Roundtable discussions took place on the topics of educational technologies, faculty recruitment and retention, and administrative practices.

In addition, members of ASCO's Interprofessional Education and Collaborative Practice (IPECP) Committee addressed the CAOs about the IPECP Summit planned for February 2016, and the CAO's heard an explanation from the Accreditation Council on Optometric Education regarding its standards revisions.

## New Podcast, on IPE, Added to Series

“Optometry and Interprofesional Education” is the latest addition to the [ASCO Podcast Series](#). This installment features ASCO’s Immediate Past-President Dr. Jennifer Coyle, Dean of the Pacific University College of Optometry; Dr. Valerie Wren, Associate Professor at Western University of Health Sciences College of Optometry; and Dr. Pat Callard, Assistant Professor in the College of Graduate Nursing at Western University of Health Sciences. During the approximately 20-minute-long podcast, they discuss multiple aspects of Interprofessional Education, such as why it’s important for students, optometry and all of health care as well as best practices currently in use at the schools and colleges of optometry.

The podcast series covers various topics pertaining to the profession and ASCO member institutions. If you have a topic suggestion, the Association would love to hear it. E-mail [Kimberly O’Sullivan](#), Director of Communications.

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## Current Student Data Report Now Available

ASCO's Annual Student Data Report for Academic Year 2014-2015 was released in April and updated in July. The report indicates that the total number of full-time students enrolled in the 21 professional OD programs in the 50 states and Puerto Rico was 6,797, an increase of 1.8% compared with the previous Academic Year and an increase of 16.5% compared with 2009-2010 (20 schools). The number of full-time first-year students in 2014-2015 was 1.6% less than in 2013-2014 and 6.7% more than in 2009-2010. Only one school reported more full-time male students than female students. The report also notes that the total number of graduates from the schools and colleges of optometry, both regular and special programs, increased 0.1% from 2013 (1,567) to 2014 (1,569).

In 2014-2015, the average tuition for a first-year resident student enrolled in a professional OD program was \$21,489 at a public school and \$33,014 at a private school. The average cost for all direct expenses (tuition, fees, books and instruments) for a first-year resident student was \$28,854 for a public school and \$38,429 for a private school. First-year non-residents were paying an average of \$39,741 for tuition and \$47,107 for all direct expenses at a public school, and an average of \$34,271 for tuition and \$39,686 for all direct expenses at a private school.

The full Annual Student Data Report, which includes several more categories of information, can be found on the [ASCO website](#). For answers to questions about the report, e-mail [Joanne Zuckerman](#), Manager, Data Services and Special Projects.

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## Dr. Hoppe Delivers Keynote Address at Summer Institute for Faculty Development



Dr. Elizabeth Hoppe

Dr. Elizabeth Hoppe was honored as the keynote speaker during ASCO's 2015 Summer Institute for Faculty Development (SIFD), which took place July 12-15 in St. Louis. Dr. Hoppe, ASCO Secretary-Treasurer and the Founding Dean of Western University of Health Sciences College of Optometry, has been involved with the SIFD since its inception in 2006, providing exceptional leadership and serving as a mentor and speaker.

The 2015 program was ASCO's sixth SIFD. Thirty-eight faculty members from 20 schools and colleges of optometry attended. 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 academic culture. Each attendee develops a long-term career plan with specific goals, objectives and action strategies.

For more information on the SIFD, e-mail ASCO's Director of Meetings and Special Interest Groups [LaShawn Sidbury](mailto:LaShawn.Sidbury@asco.org), or call her at (301) 231-5944 ext. 3012.

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**Thank You!**

**ASCO expresses its appreciation to the following companies and organizations for generously supporting the Summer Institute for Faculty Development: Alcon, Vistakon, Essilor, Luxottica, Allergan and the National Board of Examiners in Optometry.**

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## Highlights from the ASCO Board of Directors 74th Annual Meeting



ASCO Executive Committee and Board of Directors: back row (left to right): Dr. Clifford Scott, President, New England College of Optometry; Dawn Mancuso, MAM, CAE, FASAE, ASCO Executive Director; Dr. Joseph A. Bonanno, Dean, Indiana University School of Optometry; Dr. Lori Grover, Dean, Salus University Pennsylvania College of Optometry; Dr. Kelly Nichols, Dean, University of Alabama at Birmingham School of Optometry; Dr. John Flanagan, Dean, University of California at Berkeley School of Optometry; Dr. Donald Jarnagin, Dean, Midwestern University Arizona College of Optometry; Dr. Douglas K. Penisten, Dean, Northeastern State University Oklahoma College of Optometry; Dr. Arol R. Augsburger, President, Illinois College of Optometry; Dr. Timothy Wingert, Dean, University of The Incarnate Word Rosenberg School of Optometry; Dr. Joseph Zinkovich, Dean, MCPHS University School of Optometry; Dr. Stanley Woo, Dean, Southern California College of Optometry at Marshall B. Ketchum University; Dr. Roger Boltz, Interim Dean, University of Houston College of Optometry; Dr. Lewis Reich, Interim President, Southern College of Optometry; Dr. Josephine Shallo-Hoffman (not an ASCO Board Member); Dr. Andres Pagan, Dean, Inter American University of Puerto Rico School of Optometry. Front row (left to right): Dr. David A. Damari, Dean, Michigan College of Optometry at Ferris State University (At-Large Member); Dr. Elizabeth Hoppe, (Secretary-Treasurer), Founding Dean, Western University of Health Sciences College of Optometry; Dr. David A. Heath, (President), President, State University of New York College of Optometry; Dr. Karla Zadnik, (President-Elect), Dean and Professor, The Ohio State University College of Optometry; Dr. Jennifer Coyle (Immediate Past-President), Dean, Pacific University College of Optometry; Marty Wall, Former ASCO Executive Director; Dr. Larry J. Davis, Dean, University of Missouri-St. Louis College of Optometry. Not pictured: Dr. David S. Loshin, Dean, Nova Southeastern University College of Optometry.

The Board of Directors of the Association of Schools and Colleges of Optometry (ASCO) elected a new Executive Committee at its Annual Meeting June 23-24 in Seattle, Wash:

- **President** - Dr. David Heath, President, State University of New York College of Optometry
- **President-Elect** - Dr. Karla Zadnik, Dean and Professor, The Ohio State University College of Optometry
- **Secretary-Treasurer** - Dr. Elizabeth Hoppe, Founding Dean, Western University of Health Sciences College of Optometry
- **At-Large Member** - Dr. David A. Damari, Dean, Michigan College of Optometry at Ferris State University

• **Immediate Past-President** - Dr. Jennifer Coyle, Dean, Pacific University College of Optometry.

Dr. Coyle, presiding over her last meeting after two consecutive terms as ASCO President, welcomed attendees, including incoming ASCO Executive Director Dawn Mancuso, MAM, CAE, FASAE, who begins her tenure full-time on August 31. Dr. Coyle reported on her recent ASCO-related accomplishments, which include multifaceted initiatives in interprofessional education and collaborative practice and communication and cooperation with other national optometric groups. Dr. Coyle “passed the gavel” to Dr. Heath as he was installed as ASCO’s President for fiscal year 2016. Dr. Heath, who also served as the Association’s 2012-2013 President, spoke about his priorities, primarily ensuring a smooth transition for Ms. Mancuso, completing a long-term comprehensive strategic plan, and continuing the progress that has been made in the areas of interprofessional education and collaborative practice and expanding ASCO’s voice. Read a [Q&A with Dr. Heath](#) at ASCO’s website.

Also at the meeting:

? The Executive Committee approved a revised pre-membership fee for developing schools and colleges of optometry that have reached at least Stage One Applicant status with the Accreditation Council on Optometric Education (ACOE). The Committee also approved [Aston University](#) (United Kingdom) as an ASCO Affiliate Member. Discussion of ASCO’s role in international optometric education will be a focus during the upcoming strategic planning process.

? The Board approved a change in ASCO’s bylaws to create a new “Associate Member” category for non-U.S. schools accredited by the ACOE.

? The Board agreed to send a letter to the Association of Regulatory Boards of Optometry (ARBO) communicating disagreement with ARBO’s decision regarding governance and decision-making for the new CE accreditation process.

? The Board approved an updated “ASCO Proposed Guidelines and Practices for the Admission of Transfer Students.”

? Presentations were given on the current applicant development plan, activities and future plans, including expanded marketing initiatives; optometric education support and optometry initiatives by Walmart; the redesign and update of ASCO’s journal [Optometric Education](#); updates from the ACOE Fall 2014 Summit; and an overview of activities by the American Board of Optometry. The ASCO Board welcomed a new corporate contributor, RevolutionEHR, whose representative introduced the company and discussed its present and planned contributions to the future of optometry.

? Through the adoption of resolutions, the Board acknowledged and thanked Dr. Roger Boltz, Interim Dean, University of Houston College of Optometry, for his service on the ASCO Board; Dr. Jennifer Coyle, Dean, Pacific University College of Optometry, for completing two terms as ASCO President; and Dr. Earl Smith III, University of Houston, for his induction into the National Optometry Hall of Fame. A surprised Marty Wall, who retires as ASCO Executive Director in July, was recognized for his nearly 25 years of service.

The ASCO Board of Directors meets three times per year. Members will meet next in New Orleans in October 2015.

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## **ASCO Bestows Special Recognition Awards**

## ASCO Launches the Inspiring Future ODs Program



Support materials are available for practitioners who want to participate in the Inspiring Future ODs Program.

This summer, ASCO is launching the [Inspiring Future ODs Program](#), a practitioner-based career marketing effort that encourages Doctors of Optometry to speak to their patients and other qualified young people about optometry as a rewarding career. The program is part of the ASCO-American Optometric Association Applicant Development Project to further develop a robust, diverse and highly qualified national applicant pool, which began in September 2011.

Doctors of Optometry are essential to ASCO's career marketing efforts. According to the Association's annual matriculating survey and the optometry school application process, the majority of first-year students and applicants indicated that their decision to choose optometry as a career was due to the encouragement of a practicing optometrist.

For practicing optometrists who would like to help inspire future members of the profession, ASCO offers free, readily available materials. Details about the materials and how to receive them can be found at the [ASCO website](#). A snapshot of what's available:

- **“True Stories” booklet.** This colorful and engaging booklet conveys to prospective students a wide array of true stories about how optometrists improve the lives of real people — significantly and immediately — through the gift of sight.
- **“Be a Doctor of Optometry: Put Your Future in Focus” video.** A diverse group of students, faculty, administrators and practitioners give their perspectives on the appeal of an optometric career, including the ability to make a difference in daily lives, the unlimited career opportunities, work/life balance, and how vision is our most valued sense. All ASCO videos are available on the [ASCO YouTube channel](#).
- **“Be a Doctor of Optometry” PowerPoint presentation.** This presentation, available for download, provides a convenient way for practitioners to talk about the profession of optometry. Comprehensive and presented in a simple and visually engaging manner, it includes information about what Doctors of Optometry do, types of practice, career outlook, educational requirements and more.
- **Optometry Marketing Card.** These cards, designed to be placed in the optometrist's office, contain key facts and online resources that are available for practitioners, presenters and other influencers to use to start the conversation with prospective optometry students.

Another resource is the [Applicants and Advisors](#) section of the ASCO website, which contains FAQs, an Optometry Career Guide and other helpful information.

For more information about the Inspiring Future ODs Program or the Applicant Development Project, please contact [Paige Pence](#), ASCO's Director of Student and Residency Affairs.

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## Dry Eye Diagnostics in One Report



The JENVIS Dry Eye Report is a new way for eyecare professionals to create a convenient one-page overview of the exam results generated by the Oculus Keratograph 5M, a corneal topographer with a built-in real keratometer and a color camera optimized for external imaging. In addition to the meibography, NIKBUT, tear meniscus height, lipid layer and bulbar redness information from the Keratograph 5M, data collected from other tests, such as tear osmolarity, blink rate and the OSDI Dry Eye Questionnaire can be entered into the report.

The Dry Eye Report, which includes the practice logo, combines screening and consultancy. For the patient, it also provides the doctor's treatment recommendations and easy-to-understand explanations of abbreviations and technical terms. [Click here](#) to see an example of the report.

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## E-Book Calls Attention to Importance of Eye Exams for Kids



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.

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## ECP University is New and Improved



Essilor of America has relaunched its ECP University (ECPU) with new branding and content. ECPU is an educational solution for developing best practices and delivering growth through in-person, online and distance learning for optical staff, practice managers and practice owners. The content is designed for various practice roles and experience levels. All practice members gain 24/7 access to the full ECPU catalog of 90-plus courses, including optics and ocular anatomy training, patient service and selling, business management, technical concepts, products and insurance. Management & Business Academy (MBA), once a separate educational offering from Essilor, is now part of ECPU.

[Click here](#) to visit the new site.

**Also:** As of July 15, two new Varilux progressive lens designs (Varilux Comfort W2+ and Varilux Physio W3+) are available on managed vision care plans offered by VSP.

## EHR Interface to Support MORE Registry



Compulink Business Systems Inc. is one of three initial vendors chosen by the American Optometric Association (AOA) to support the AOA MORE registry, a private, secure database that will integrate data from a doctor's EHR to provide a systematic way of collecting real-time patient data and reporting data as needed. The goal of AOA MORE is to promote clinical improvement through self-benchmarking, outcomes and population analytics and to support increased access and scope of care.

Compulink will provide an interface that allows for the extraction and transmittal of relevant data from its Eyecare Advantage EHR and Practice Management software to the MORE registry. Visit the [company's website](#) for more information.

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## Eye Health Supplements Now Available in Gummy Form

# BAUSCH + LOMB

Bausch + Lomb expanded its OcuVite line of eye vitamin and mineral supplements with the addition of OcuVite Eye Health Gummies for adults. The Gummies, designed to taste good, are formulated to help replenish vital nutrients, such as antioxidant Vitamins C and E, zinc and macular carotenoids lutein and zeaxanthin, which eyes can lose with age. Patients can find OcuVite vitamin and mineral supplements at national retailers, including Walmart, Walgreens, Target, CVS, RiteAid and Costco. [Click](#) for more information.

**Also:** Biotrue ONEday for Presbyopia (nesofilcon A) contact lenses are now available in a high add power range (+6.00D to -9.00D in 0.25D steps).

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## New Multifocal Contact Lens Takes Pupil Size into Account



Johnson & Johnson Vision Care Inc. launched 1-Day Acuvue Moist Brand Multifocal Contact Lenses. The new lenses, which feature a unique aspheric center-near design for the presbyopic eye, are created with uniquely optimized optics for addressing the natural variations in pupil size according to age and refractive power to produce a better visual experience. The 61 available distance powers (in quarter diopter steps from +6D to -9D) and three add powers equal 183 unique designs for enhancing precision, minimizing chair time and maximizing successful wearing.

As part of the launch of 1-Day Acuvue Moist Brand Multifocal Contact Lenses during Optometry's Meeting in June, David Pogue was the keynote speaker at the Johnson & Johnson Vision Care Inc. Innovation Event. Pogue, the founder of Yahoo! Tech, former technology columnist for The New York Times, and an Emmy Award-winning TV journalist, delivered a talk on "Pogue's Innovation Top 5." He was one of the first consumer experts to try the new contact lenses and has promised to never again wear reading glasses during his television broadcasts.

For more information, visit [AcuvueProfessional](#) on the web.

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## New Retina Camera is Fully Automated



Topcon has unveiled its new, fully automatic TRC-NW400 Non-Mydriatic Retinal Camera. Using the TRC-NW400, operators do not need to spend time aligning, centering, focusing or capturing color retinal images because the unit automatically performs these steps once the camera is positioned in front of the eye. It also automatically travels from one eye to the other when both eyes are being imaged. The instrument can be operated from any angle because it incorporates a rotating touch panel monitor. This feature lets the photographer be in front, behind or at either side of the patient, optimizing space savings.

The TRC-NW400 can also take photographs of the anterior segment. Fully DICOM-compliant, it can be connected to a digital capture system or used as a stand-alone instrument. [Click](#) for more information.

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## Programs for Students and Young Professionals



In Seattle, Wash., this June, representatives of ASCO and International Vision Expo discussed the education and activities available to optometry students, alumni and young professionals during the Vision Expo East and Vision Expo West annual conferences. “We’re excited to provide the opportunity for the deans and clinical directors to attend Vision Expo West and provide feedback and suggestions for future content and programs,” said Kristen Reynolds, Professional Relations Manager at The Vision Council.

On tap for this year’s Vision Expo West, Sept. 16-19 in Las Vegas:

- Optometry and opticianry students will learn side-by-side in the interactive course “Choose Your Own Adventure” (free of charge), in which the students can attend any educational presentation and apply what they learn to real-time situations. In addition, Dr. Dave Kading will lead an interactive lunch program “Are You Dreaming – How to Make the Practice of Your Dreams a Reality – Fast.” Students who attend the course and lunch program can also attend a reception. A career fair program will also be offered.
- Members of the Young Professionals Club (optimetrists who have been out of school for five years or less) receive free exhibit hall registration, six free hours of education, and access to special networking events.
- Five schools will host receptions, toward which International Vision Expo gives \$1,000, for their friends and alumni.
- Each school and college of optometry can be given a URL through which faculty and alumni can access free registration and a 10% discount on education during the conference.

For more information on these programs, e-mail [Kristen Reynolds](mailto:Kristen.Reynolds@visioncouncil.org).

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## Special Offers for Optometry Students at ASCO Member Schools

Volk Optical is offering all of its ophthalmic lens products for sale at discounted rates to students attending the schools and colleges of optometry that are members of ASCO. From non-contact BIO lenses and slit lamp lenses to contact laser and diagnostic lenses, Volk offers a full line of lenses as well as complimentary laser engraving and free multi-lens cases with the purchase of any lens.

In addition to designing and manufacturing its patented double aspheric ophthalmic lenses for examinations and treatment, Volk has been working to address unmet needs in portable digital imaging. Students at ASCO member institutions can also take advantage of a complimentary two-week trial of the handheld [Pictor Plus](#) anterior/posterior-segment camera or the [Volk Eye Check](#), another mobile handheld digital imager and screening tool, which takes measurements of the eyes for use in the diagnosis of strabismus, anisocoria, ptosis and buphthalmos and has recently been upgraded with a contact lens mode.

[E-mail Volk](#) or call (440) 942-6161 or (800) 345-8655 to learn more.

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## Tools for Contact Lens Practice Growth



CooperVision®

To help optometrists acquire and retain contact lens patients, CooperVision has combined several tools and services, such as EyeCare Prime, WebSystem3, Premier and LensFerry, to create [CooperVision Advantage](#). This inclusive set of business tools is designed to support practice growth by enabling practitioners to add new patients, minimize the non-clinical reasons for patient loss and ensure access to a comprehensive portfolio of contact lenses that provides options for every eye.

**Also:** CooperVision introduced MyDay silicone hydrogel daily disposable contact lenses to the U.S. market.

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## Committee Lays Groundwork for ASCO's IPE Summit

Members of ASCO's [Interprofessional Education and Collaborative Practice \(IPECP\) Committee](#), chaired by Dr. Jennifer Coyle, continue to work hard in support of the Association's IPECP Strategic Objective, which recognizes the importance of educating Doctor of Optometry students in multidisciplinary environments and preparing them to be part of collaborative healthcare teams.

Committee members presenting at the Chief Academic Officers meeting in June were met with interest and enthusiasm as they shared plans for ASCO's IPECP Summit to be held Feb. 5-6, 2016 at Marshall B. Ketchum University in Fullerton, Calif. The summit will bring together representatives from ASCO member optometry schools and colleges, non-optometry health professions institutions and affiliated organizations to identify and share best practices in IPE and Interprofessional Practice (IPP) and to share current practices and ideas regarding the assessment of the impact of IPE and IPP on student learning and patient outcomes.

This summer, in preparation for the summit, the committee will conduct a follow-up to the 2013 ASCO IPE survey to obtain complete information regarding the current state of IPE at ASCO member institutions. The information collected will be a valuable resource as the summit agenda continues to be developed and refined.

Illustrating the importance of this topic, the most recent edition of ASCO's journal, [Optometric Education](#), is devoted to interprofessional education and contains a number of peer-reviewed articles examining IPE initiatives and outcomes assessment involving optometry.

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## Administration and Faculty Changes at AZCOPT



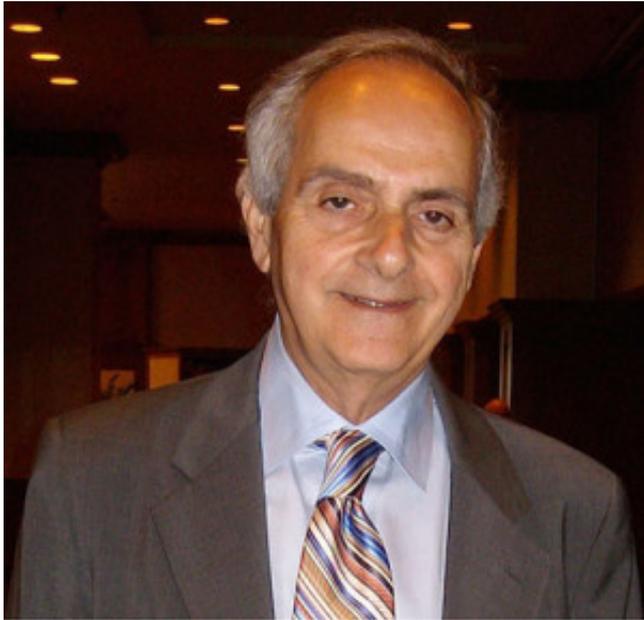
Dr. Len Koh

Dr. Len Koh was named Assistant Dean of Clinical Affairs at Midwestern University Arizona College of Optometry (AZCOPT). Previously, Dr. Koh was a tenured Associate Professor at Pacific University College of Optometry, where he served as Chief of Medical Eye Care and Clinic Director of the Pacific EyeClinic Hillsboro.

In addition, Dr. Alicia Feis was promoted to Assistant Dean, and Dr. Kaila Osmotherly was named Assistant Director, Clinical Rotations. Other recent promotions at AZCOPT include Dr. Michael Kozlowski to Professor (with tenure), Dr. Balamurali Vasudevan and Dr. Vladimir Yevseyenkov to Associate Professor (with tenure), Dr. Sara Gaib to Associate Professor.

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## NECO Creates New Executive Director Position



Dr. Tony Cavallerano

Dr. Tony Cavallerano has been appointed Executive Director of Clinical Training and Patient Care at New England College of Optometry. Throughout his career, Dr. Cavallerano has served the college and the community in a variety of capacities, including teaching, clinic administration and continuing education. In this newly created position, he will work with NECO faculty and staff to provide oversight for standards of clinical care, compliance, outcome assessments, clinical faculty development and the student clinical training experience.

In addition, Dr. Cavallerano is interested in developing and implementing interprofessional education programs for students, residents and faculty and ensuring that students are exposed to and embrace new diagnostic technologies.

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## New Associate Dean at Salus/PCO



Dr. Maria L. Parisi has been named Associate Dean for the Practice of Optometric Medicine at Salus University Pennsylvania College of Optometry (Salus/PCO). She brings more than 25 years of experience at Salus/PCO to her new position. Dr. Parisi has served as PCO's Director of Externships since 2008 and will maintain that role through the summer in addition to her new responsibilities as Associate Dean. She also is currently active with numerous university bodies, serving as Vice President of the Faculty Organization, Chair of the Judicial Committee and a member of the Committee on Academic Promotions and the Steering Committee for the Strategic Planning Committee. Dr. Parisi also has extensive teaching experience in the area of pediatric optometry in the United States and internationally.

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## SCO Shines at NOA Summer Meeting

Southern College of Optometry (SCO) was honored at the National Optometric Association's 47th annual summer meeting with three awards. The SCO chapter of the National Optometric Student Association (NOSA) received the Chapter of the Year Award; faculty member Dr. Janette Dumas was named Doctor of the Year; and 2015 graduate Dr. Brittany Tounsel was named Student of the Year. In addition, Kirsten McKnight, SCO Class of 2016, was inaugurated as NOSA's national president for 2015-16, marking the second year in a row that an SCO student has served in this national leadership position.



SCO students, faculty and alumni at the NOA's 47th annual summer meeting, (L-R): Feyi Aworunse, Dr. Rosalyn Coleman, Dr. Betty Harville, Dr. Jarrett Johnson, Dr. Cynthia Heard, Jennifer Elumelu, Lindsay Armagon, Kirsten McKnight and Dr. Janette Dumas.

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## SUNY Researchers Conduct Light Deprivation Study



Dr. Ben Backus, left, and research technician Morgan Williams underwent five days of light deprivation in 2012 to test the feasibility of the study.

Dr. Ben Backus, Associate Professor at the State University of New York College of Optometry, is the principal investigator for a National Institutes of Health-funded study exploring whether light deprivation could be an effective treatment for amblyopia in adults. Subjects will live in complete darkness for 10 days in a specially equipped apartment and then undergo binocular vision training. If the approach is successful in amblyopia, it may also have potential as a therapy for other conditions that might be improved if the brain can be made more plastic.

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## UH's Dr. Smith among 2015 Inductees into Hall of Fame



Dr. Earl L. Smith III

Dr. Earl L. Smith III, Greeman-Petty Professor in Vision Development and Interim Chief Health Officer at the University of Houston, is one of three 2015 inductees into the National Optometry Hall of Fame.

Since 1998, the Hall of Fame has recognized and honored optometrists who have made significant and long-lasting contributions to the profession. Dr. Smith was inducted at a ceremony and reception at the Washington State Convention Center in Seattle, Wash. The Hall of Fame is administered by Optometry Cares, a philanthropic and charitable organization committed to expanding eye health and access to vision care for everyone in the United States to enhance human performance and quality of life.

Dr. T. Joel Byars, President of Optometry Cares, and Dr. William E. Cochran, Chair of the Selection Committee, wrote in a joint letter, "It is no small achievement to be selected for this national honor. The dedication and commitment to your students, your community and the profession of optometry as a whole are evident by an impressive collection of activities and responsibilities you have held throughout your career. Our profession is fortunate to be represented by luminaries like you."

As of August 1, at the end of his appointment as the university's Interim Chief Health Officer, Dr. Smith will return to his position as Dean of the College of Optometry.

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## RevolutionEHR Designed to Improve Patient Care



RevolutionEHR, founded in 2006 by two optometrists, is the leading cloud-based Electronic Health Record (EHR) for optometry. RevolutionEHR is a full practice software solution for eye care that includes scheduling, optical, accounting and claims, patient portal and reporting.

Inspired by its OD leadership, RevolutionEHR's mission is to:

- drive innovation
- empower customers
- demonstrate integrity
- promote patient wellness
- sustain individual partnerships
- create enjoyable customer relationships.

In addition, the RevolutionEHR OD Advisor Team and Input Council include a host of industry leaders on practice efficiency, Meaningful Use, billing and coding, ICD-10 and CQM. Along with the RevolutionEHR team, these leaders actively participate in the development of user communities and resources to help customers keep up with the ever-changing demands of the eyecare industry.

RevolutionEHR currently provides its services to 1,600 practices (more than 3,200 locations) that include 4,100 doctors and 17,000 users across all 50 states, Puerto Rico and Canada.

Consistent year-over-year growth while maintaining a 98% customer retention rate is a direct result of a strong, practice-focused commitment to ongoing customer support, product and service development, and transparent technology and marketing partnerships. RevolutionEHR allows a practice the freedom to focus on what is most important to optometry ... patient care.

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

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## SIG News

*Unless otherwise indicated, the ASCO contact for all Special Interest Groups (SIGs) is LaShawn Sidbury, CMP, Director, Meetings and Special Interest Groups, [lsidbury@opted.org](mailto:lsidbury@opted.org) or (301) 231-5944 ext. 3012.*

### LOW VISION EDUCATORS



Members of the Low Vision Educators SIG at their July 2015

meeting.

**Met:** July 9-11, 2015, Pacific University College of Optometry

**Chair:** Dr. Tracy Matchinski

**Actions:** Dr. Sharon Lee became SIG Chair; two new steering committee members elected: Dr. Swati Modi and Dr. Rebecca Marnioff

**Additional Topics Discussed:** Review and discussion of the not-yet-finalized Advanced Competencies in Low Vision Rehabilitation document; methods for teaching near magnification; testing on near magnification

### OPHTHALMIC OPTICS EDUCATORS

**Met:** July 23-25, 2015, Michigan College of Optometry

**Chair:** James Brady

**Actions:** Marilyn Smith and Dr. Natalie Hutchings, University of Waterloo, were appointed Chairs of the SIG; the SIG is recommending to the ASCO Board that ASCO become a member organization of the American National Standards Institute (ANSI) Accredited Standards Committee (ASC) Z80 (The Low Vision Educators SIG also supports this recommendation.); members decided to incorporate an Educating the Educator session into each workshop; the SIG will meet next on July 21-23, 2016, in Ontario, Canada.



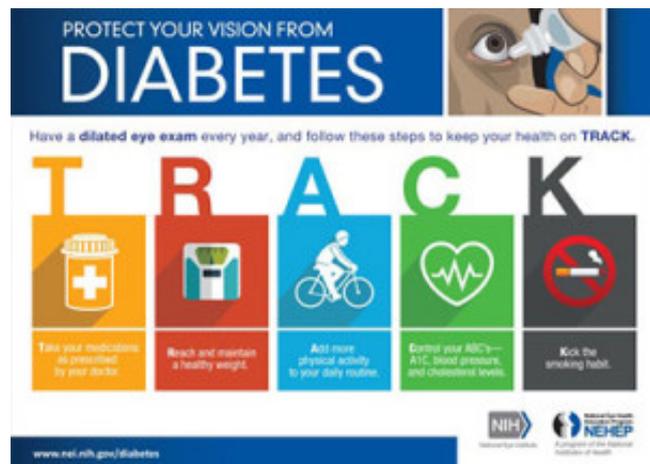
SIG Chair James Brady, left, presents Dr. James Sheedy with a plaque commemorating his presentation of the Joe Bruneni Lecture in memory of Daryl Meister.

**Topics Discussed/Speakers:** Dr. James Sheedy, who was instrumental in forming the Ophthalmic Optics Educators SIG in 1996, was honored for his contributions in ophthalmic optics and delivered the Joe Bruneni Lecture (“Blue Light-Good or Bad?”) in memory of Dr. Daryl Meister (Dr. Sheedy received this award in 2005 as well.); Education and Scholarship in Ophthalmic Optics (Dr. Sheedy); Research Ideas in Ophthalmic Optics (Vision Research Institute); Measuring Devices from Manufacturers (Essilor, Hoya, Carl Zeiss); ANSI Membership for Ophthalmic Optics (Dr. Karl Citek)

**Sponsors:** Carl Zeiss, Essilor of America, EyeMed, Hoya, Transitions Optical

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## NEHEP Helps Students Become Teachers



Patient education materials produced by NEHEP are free of charge. For bulk delivery, a small fee for shipping and handling may apply.

When optometry students graduate and enter the professional world, they suddenly take on the role of educators, teaching their patients how to care for their vision. To support this vitally important aspect of the doctor-patient relationship, the National Eye Health Education Program (NEHEP) has developed a series of educational tools and resources designed to help healthcare professionals teach patients and the public about eye health.

Part of the National Eye Institute of the National Institutes of Health, NEHEP emphasizes the importance of early detection of ocular diseases and conditions through comprehensive dilated eye exams, which can help prevent vision loss and blindness. NEHEP educational materials covering diabetic eye disease, glaucoma, low vision and vision and aging are available. There are also resources written specifically for high-risk audiences, including African Americans, American Indians/Alaska Natives and Hispanics/Latinos.

Eye health professionals, college faculty and students can access any of these helpful educational materials, including brochures, flipcharts, infocards, infographics, social media messages, fact sheets, toolkits and webinars, at the [NEHEP website](#).