

EYE on EDUCATION

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New Strategic Objectives Will Lift ASCO and Our Member Institutions to Greater Heights

“Talent wins games, but teamwork and intelligence win championships”

— Michael Jordan



Dr. Karla Zadnik

ASCO has embarked on a [strategic planning process](#) — the first in more than a decade — to define its goals and help construct its most important initiatives over the next three to five years. Two of the strategic objectives emerging from the process involve talent and teamwork/intelligence.

One of those objectives is the ongoing development of a highly qualified, diverse applicant pool for the schools and colleges of optometry. This talent-oriented goal — to attract the best and the brightest to optometric careers — is essential to the future of our institutions and our profession. When we meet a talented young person who has already chosen optometry, it's easy. At that point, we are generally just helping guide that applicant to the institution that best suits him or her, and, let's face it, we are a little competitive in those pursuits. When, however, we encounter that talent in someone who happens not to be myopic and perhaps isn't aware of optometry as a career, our task is a little harder. We first have to introduce the “talent” to the profession and make him or her aware of optometry as a viable career choice. At that point, once the potential applicant has been turned on to optometry, the usual recruitment and academic institution selection can begin.

You may know that I have a member of my extended family in the Class of 2017 at The Ohio State University College of Optometry. She is my great-niece, and her initiation to optometry goes like this. She was a sophomore at her undergraduate institution in California. A big group of us were at dinner celebrating my husband's birthday, and she was describing her undergraduate work in biomedical engineering. I casually asked whether she'd ever considered optometry as a career. My daughters went on immediate alert, telling their cousin that she was now, forever, on my radar. Nonetheless, a seed was planted. Later that year, she came to Ohio and spent time investigating pharmacy, medicine, biomedical engineering and optometry. One patient with TBI later, she was intrigued. After a couple more days of observing, she was hooked. A change in undergraduate major, superior OAT performance, an offer of admission, and a tough decision to forgo a bachelor's degree soon followed, and, here she is, five years later, just completing her first senior extern rotation. Those are the narratives we need to craft with our future students and colleagues and with the adults who counsel young people about their career choices.

The second objective relates to the teamwork and intelligence needed for a collective group to succeed. ASCO has spent a decade training current and future faculty to commit to academic optometry and to excel in that arena. Our strategic planning discussions have focused on the need for more leadership activities. These would train new administrators to be better

administrators from the very start. Programs that enhance our abilities to motivate and inspire others to follow our vision will make ASCO's member institutions better. Learning more about how teams are formed and how to move a team of people toward a common goal faster and with better outcomes can only benefit all of us.

We can craft our future. We will bring in talent and work together, intelligently, to take ASCO and our member institutions to greater heights.

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

Dr. Karla Zadnik

Interprofessional Education Collaborative Revises Core Competencies

The Interprofessional Education Collaborative (IPEC) has released a revised set of core competencies that is expected to have a far-reaching impact on both the training of health professions students and the care of patients. To read more about the revised core competencies and to reach the document itself, [click here](#).

ASCO is pleased to be an institutional member of IPEC and as such to work with 14 other health professions education associations to help guide IPEC's strategic planning, to exchange information and best practices with other members and to assist in planning for the future of IPE.

ASCO Representatives Attend Global Forum Workshop

ASCO is proud to be a sponsor of the National Academies of Science, Engineering and Medicine's Global Forum on Innovation in Health Professional Education. The Global Forum brings together organizations and institutions with common interests in the future of health professional education to explore issues related to educating future healthcare workers and preparing them to provide care in multidisciplinary, collaborative settings.

In April, Dr. Elizabeth Hoppe, ASCO Secretary-Treasurer and Founding Dean of Western University of Health Sciences College of Optometry, and Dawn Mancuso, ASCO Executive Director, attended the workshop, "The Role of Accreditation in Enhancing Quality and Innovation in Health Professions Education." Some of the topics covered were how accreditation acts as a motivator or obstruction to innovation, how it can foster innovation through collaboration, IPE standards in accreditation, and the growing role of patients, families, communities and/or populations in health professional education accreditation. [Click here](#) to read more about the workshop.

The Global Forum will hold another workshop, which is free and open to the public, in October 2016 on the subject of future financing of health professional education. For more information, visit the [National Academies' website](#).

ASCO Annual Meeting Coincides with Association's 75-Year Anniversary

The Board of Directors of the Association of Schools and Colleges of Optometry (ASCO) met in Boston in June and elected its Executive Committee for fiscal year 2016-2017. The Executive Committee members are:

- **President** ? Dr. Karla Zadnik, Glenn A. Fry Professor of Optometry and Physiological Optics and Dean, The Ohio State University College of Optometry
- **President-Elect** ? Dr. David A. Damari, Dean, Michigan College of Optometry at Ferris State University
- **Secretary-Treasurer** ? Dr. Elizabeth Hoppe, Founding Dean, Western University of Health Sciences College of Optometry
- **At-Large Member** ? Dr. John Flanagan, Dean, University of California at Berkeley School of Optometry
- **Past-President** ? Dr. Jennifer Coyle, Dean, Pacific University College of Optometry

Outgoing President Dr. David Heath addressed the Board and “passed the gavel” to Dr. Zadnik, who spoke about her priorities for the upcoming year, which include leading the [strategic planning](#) process.

Additional highlights from the meeting include:

- Dr. James M. Vaught, Executive Director of the American Board of Optometry (ABO) encouraged ongoing communication and collaboration between the ABO and ASCO.
- Representatives from ASCO Corporate Contributors Essilor of America and VSP Global gave presentations to the Board.
- Support for the Brien Holden Vision Institute's Our Children's Vision campaign was discussed and approved.
- American Optometric Association staff members provided updates regarding Advocacy Day at the 2017 Optometry's Meeting.
- ASCO committees and task forces shared the progress they're making on various initiatives, including with regard to the [Association's Strategic Plan](#).
- A roundtable discussion focused on new Council on Optometric Practitioner Education accreditation criteria and new overtime rules related to the federal Fair Labor Standards Act.
- A resolution was read to recognize Dr. Heath upon completion of his term as ASCO President. A resolution was read to recognize Dr. Donald Jarnagin upon his retirement as Dean of Midwestern University Arizona College of Optometry and member of the ASCO Board.

The ASCO Board of Directors is scheduled to meet again in Anaheim, Calif., on Nov. 8, 2016.

ASCO Celebrates 75 Years

On June 29, 1941, in Atlantic City, N.J., the Association of Schools and Colleges of Optometry held its first meeting. At that time ASCO comprised seven schools: the College of Optometry of Ontario, Columbia University, Los Angeles School of Optometry, The Ohio State University, Pennsylvania State College of Optometry, Southern College of Optometry, and the University of California. Today, the Association includes [23 schools and colleges of optometry](#).



Pictures from throughout ASCO's 75-year history were on display during the 2016 Annual Leadership Luncheon in Boston.

To commemorate this anniversary, during the Annual Leadership Luncheon in Boston in June, ASCO displayed pictures from past decades, including a [slide presentation](#). And, to have a little fun, ASCO asked luncheon attendees a trivia question: How many students have graduated optometry school since 1941? Dr. Mark Colip from Illinois College of Optometry came closest to the correct answer, which is 72,757. Congratulations to Dr. Colip, and congratulations to the ASCO family on 75 years of commitment to excellence in optometric education!

Progress on ASCO's Strategic Plan

The ASCO Strategic Planning Committee continues to meet throughout the year, most recently in Boston in July. Led by ASCO President Dr. Karla Zadnik (OSU), the Committee is guiding the Board of Directors through the year-long process. In addition to Dr. Zadnik as Chair, the Committee members are Dr. Jennifer Coyle (PUCO), Dr. David Damari (MCO), Dr. Larry Davis (UMSL), Dr. David Heath (SUNY), and Dr. Lewis Reich (SCO).

To date, progress has been made in the following areas:

- Refining ASCO's mission statement ? current draft: *ASCO advances excellence in optometric education and research that promotes the health of the public*
- Drafting ASCO's first vision statement ? current draft: *Focusing Optometry's Future*
- Identifying ASCO's core values ? draft values under consideration: *leadership, collaboration, excellence, innovation, effectiveness*
- Developing what will be ASCO's key strategic objectives for the next five years ? the five strategic objectives being considered:

? create a highly-qualified, diverse applicant pool

? establish and promote career and leadership development programs for faculty, administrators and students

? serve as the primary resource and definitive voice for optometric education

? develop and facilitate inter-institutional collaboration

? develop systems to assure effective governance, responsible resource allocation and appropriate infrastructure development

We encourage anyone with additional ideas, suggestions or comments to share them with the Strategic Planning Committee via [e-mail to ASCO's Executive Director Dawn Mancuso](#).

The next steps in this process will be to finalize the mission and vision statements, the core values and the key strategic objectives. This summer, more will be done to further the process, including asking for feedback from stakeholders via one-on-one meetings with ASCO committees/SIGs as well as an online survey; developing measurable results, strategies and tactics for each of ASCO's draft strategic objectives; and establishing budgets, timelines, milestones, assessments and communication plans.

Continued progress on the Strategic Plan will be featured in future editions of *Eye on Education*.

ASCO Bestows 2016 Special Recognition Awards



Dr. Morris Berman receives the ASCO Lifetime Achievement Award presented by Dr. Kevin L. Alexander, President of Marshall B. Ketchum University.

On June 29, 2016, during its Annual Leadership Luncheon, ASCO presented four Special Recognition Awards. The recipients:

- Lifetime Achievement Award : [Dr. Morris Berman](#), Provost, Marshall B. Ketchum University
- Industry Leadership Award: [R. Mike Daley](#), CEO, The Vision Council
- Rising Star Award: [Dr. Nicole Ross](#), Assistant Professor of Optometry at the New England College of Optometry
- Rising Star Award: [Dr. Nathan Lighthizer](#), Director of Continuing Education, Northeastern State University Oklahoma College of Optometry

For more information about the awards and recipients, click on each recipient's name above.

Number of Optometry School Applicants Increases

ASCO reported a 3.0% increase in the number of applicants to the schools and colleges of optometry compared to the same period last year. In the 2015-2016 application cycle, a total of 13,620 applications were submitted by 2,812 applicants. OptomCAS, the Optometry Centralized Application Service, received the highest number of applications ever — an increase of 2.7% from last cycle. On average, each applicant applied to 4.84 schools and colleges. A full report on the 2015-2016 application cycle will be available at the end of the year. OptomCAS launched its eighth application cycle (2016-2017) on June 29, 2016. All 23 ASCO member schools and colleges participate in OptomCAS.

For answers to questions about the applicant pool and OptomCAS, visit www.optomcas.org or [e-mail Paige Pence](mailto:Paige.Pence@asco.org), ASCO Director of Student and Residency Affairs.

ASCO Student Affairs Officers Meet in Minneapolis

The ASCO Student Affairs Officers met in Minneapolis, Minn., on June 15 during the National Association of Advisors for the Health Professions (NAAHP) national meeting to discuss many relevant issues, including ASCO activities, OptomCAS, and the effort to further develop a robust, diverse and highly qualified national applicant pool. The American Optometric Association and American Optometric Student Association were also on the agenda to discuss their various membership activities. Dr. Jonathan Peretz from the University of California, Berkeley presented a workshop, “Practical Resilience: Becoming our Students’ and our Own Best Allies.”

Some ASCO members participated in NAAHP activities such as the Spotlight Session on Optometry and the Meet the Deans exhibit fair. Participation in these events helps ASCO and its member schools better connect with health professions advisors from hundreds of institutions across the United States to promote the profession of optometry.

For more information about the Student Affairs Officers, [e-mail Paige Pence](#), ASCO Director of Student and Residency Affairs.

Current ASCO Student Data Report Now Available

ASCO's Annual Student Data Report for Academic Year 2015-2016 was released in July. The report indicates that the total number of full-time students in the 21 professional OD programs enrolling students during academic year 2015-2016 in the 50 United States and Puerto Rico is 6,900, an increase of 1.5% compared with last year and 13.9% compared with enrollment at the 20 member schools in 2010-2011. The number of full-time first-year students decreased by 1.6% over last year and increased by 9.5% over the past five years. Only one school reported more full-time male students than female students. There are an additional 109 students enrolled in part-time, alternate and special programs leading to the OD degree. The report also notes that the total number of graduates from the schools and colleges of optometry, both regular and special programs, decreased 0.8% from 2014 (1,569) to 2015 (1,557).

In 2015-2016, the average tuition for a first-year resident student enrolled in a professional OD program was \$24,493 at a public school and \$34,446 at a private school. The average cost for all direct expenses (tuition, fees, books and instruments) for a first-year resident student was \$30,303 for a public school and \$39,758 for a private school. First-year non-residents paid an average of \$43,060 for tuition and \$48,870 for all direct expenses at a public school and \$35,874 for tuition and \$41,186 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](#).

Free Printed Materials Available from the National Eye Health Education Program

The National Eye Health Education Program has generously provided some of its printed materials to be distributed to ASCO member schools, clinics, SIGs, etc. The materials are free, but you pay for shipping (via FedEx). Materials available are:

- Diabetic Eye Disease – An Educators Guide (English version), minimum 44 per box
- Diabetic Eye Disease – An Educators Guide (Spanish version), minimum 44 per box
- Living with Low Vision. Stories of Hope and Independence DVD (English version), 100 DVDs per box

Fill out the [order form](#) and e-mail it to [Kimberly O'Sullivan](#).

Optometrist Noted as Fast-Growing Job

Optometrist tied with Hearing Aid Specialist on a recent list of [“The 20 Fastest Growing Jobs in America”](#) from Forbes. The list is based on Bureau of Labor Statistics data, which Forbes used to predict which jobs would have the highest growth between 2014 and 2024.

Chief Academic Officers Hold Summer Meeting

The ASCO Chief Academic Officers group met on June 27 in Boston for a workshop to discuss a variety of timely issues, including teaching new technologies for a changing profession and remediation strategies for class and clinic. In addition, the Chief Academic Officers heard presentations from: Dr. J. Bart Campbell on the Accreditation Council on Optometric Education's Revision of Standards; the ASCO Interprofessional Education and Collaborative Practice Committee; Barbara McGinley, Associate Dean of Students at New England College of Optometry, on teaching professionalism; LaShawn Sidbury, ASCO Director of Meetings and Special Interest Groups, on ASCOConnect; and ASCO Executive Director Dawn Mancuso and ASCO President Dr. Karla Zadnik on ASCO's Strategic Plan.

Call for Papers for Journal Theme Editions

ASCO's journal *Optometric Education* invites submission of scholarly papers for inclusion in two future editions of the peer-reviewed journal. Each of the issues will focus on a specific theme.

**? International Optometric Education:
Global Expansion and Transformation
(Deadline to submit papers: March 1, 2017)**

Over the past 20 years, the profession of optometry has undergone dramatic global changes: expanding scope of practice, increasing quality assurance expectations, significant diversification of students, and the accelerating impact of information technology. Underpinning these changes has been the critical role of international optometric education in supporting and catalyzing this transformation. The same global forces that are driving the transformation of the profession are also creating challenges and opportunities for optometric educational institutions. Student, faculty, patient and institutional expectations are converging and greater accountability is expected. This includes such areas as clinical competency, professional ethics, interprofessional collaboration and curricular innovation.

Authors are invited to submit scholarly articles that address this theme and underscore the growing innovation and impact that educational institutions are having on their students, the profession and the communities they serve. We encourage scholarly articles that are translational and promote global dissemination. Please submit manuscripts by March 1, 2017. Submit a cover letter and intact and blind copies of the manuscript with original figures electronically to submissions@opted.org. Please identify in the cover letter that the manuscript is intended for the international theme edition of the journal.

We are pleased to have [Dr. Anthony F. Di Stefano](#), Salus University, serve as the Guest Editor of this issue. For more information, please contact journal Editor [Dr. Aurora Denial](#).

**? Diversity and Cultural and Linguistic Competence
(Deadline to submit papers: Dec. 31, 2016)**

This edition will focus on the theme of diversity and cultural and linguistic competence. It will focus on diversity of our students, faculty and profession and all aspects of cultural and linguistic competence, including professional, organizational and individual responsibility.

Please submit manuscripts by Dec. 31, 2016. Submit a cover letter and intact and blind copies of the manuscript with original figures electronically to submissions@opted.org. Please identify in the cover letter that the manuscript is intended for the diversity theme edition of the journal.

For additional information on the theme edition, please contact [Dr. Gary Chu](#) or [Dr. Aurora Denial](#).

Participation in Online Clinical Educators Forum Grows

On June 3, 2016, the ASCO Clinical Affairs Committee (CAC) conducted its second Online Clinical Educators Forum (OCEF). This clinical education professional development event reached more than 180 clinical faculty who either directly registered or viewed in an on-campus, group-viewing setting. The program was presented by ASCO under the direction of CAC Chair Dr. Donald Jarnagin (AZCOPT) 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. The lead planning chair for the event was Dr. Richard Madonna (SUNY).

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 OCEF was to provide brief updates in several key clinical areas: anterior segment, posterior segment, pediatrics/binocular vision/rehabilitation, and refractive/contact lens. Presentations by renowned clinical educators from ASCO institutions covered topics such as clinical grading, clinical remediation, and teaching the eye exam of the future.

Dr. Madonna, speaking on behalf of the planning group, said, "The CAC and the OCEF Planning Committee were again heartened by the participation of clinical faculty in this year's forum with an increase in both number of 'attendees' and schools taking part. Post-event surveys indicated that the great majority of attendees were satisfied or very satisfied with both the content and the web-based platform used to deliver that content. Attendees indicated in post-event surveys that they wish to see greater opportunities for interactive discussions and offered ideas for topics at future forums. It is my hope that the incoming CAC will continue to build on the success of the first two iterations of the OCEF and make it an even greater resource for clinical faculty at all schools and colleges of optometry."

For additional information about the Online Clinical Educators Forum, contact ASCO Manager of Professional Affairs [Carol Brubaker](#).

Engage with ASCO Online: Your Job Postings, Instagram, the Blog, Your Pre-Optometry Club Videos, Podcasts, and More

In addition to its information-packed [website](#) and [YouTube channel](#), ASCO has a substantial digital presence aimed at interacting with and providing resources for its member institutions and the wider optometric community. Here's a reminder of just a few of the ways you can take part.

- **Post your career opportunities on the ASCO website.** Have a job opening in your optometric institution? Post it at [this section of the ASCO website](#). It's a great way to reach current and potential faculty. If you have a question, [e-mail Sara Lau](#), ASCO Business Operations Manager.
 - **Come see us on Instagram.** ASCO is now on Instagram (www.instagram.com/optometriced/). A special thanks to the [American Optometric Student Association](#) for its involvement in populating our feed. Please check us out!
 - **Write a post for the blog.** We're looking for guest authors for our blog, [Eye on Optometry](#). The blog promotes the optometric profession and provides timely and useful information to those interested in applying to optometry school. Recent posts include "Recent Optometry School Graduates Talk About What It's Like to Own Their Own Practices," "Best Things about Optometry School," and "Where and How Will You Practice Optometry? ODs Talk About the Settings They're Currently In." The blog also features other optometry-related topics, and we're always looking for new perspectives and topic ideas. If you like to write or have ideas about future blog posts, [e-mail Kimberly O'Sullivan](#), ASCO's Director of Communications. [Visit the blog](#) to take a look at the guest posts already online, such as "Vision of Hope" by Dr. Andrew Buzzelli, "ASCO Celebrates 75 Years - A Look Back" by Dr. Arol R. Augsburger, and "Educational Research" by Dr. Aurora Denial. And, if you know anyone who's interested in optometry as a career, direct them to the blog as well!
 - **Send us your pre-optometry club videos.** We know that all of our pre-optometry clubs do great things, especially out in their communities. If your club is registered at the ASCO website [Pre-Optometry Club section](#), we'd love to post your videos that highlight any of your projects. You can e-mail your video clips to [Paige Pence](#), ASCO's Director of Student and Residency Affairs. Your videos should be no longer than 45 seconds and should include the name of your club/school and the name of the community project, like this one from the [Pre-Optometry Association from the University of Central Florida](#) that shares its mission to the Dominican Republic with VOSH International. Speaking of videos, check out this fascinating one — [The NEI Audacious Goals Initiative: Developing Next-Generation Tools for Imaging the Eye](#) — in which Dr. Austin Roorda from the University of California – Berkeley makes an appearance.
 - **Listen to podcasts.** ASCO's Podcast Series continues. [Visit the podcast page](#) to hear past installments as well as the latest, such as "The Unconventional Student," "Education Enhanced Through Patient Care," and "ASCO and New Beginnings."
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Apply Now for Practice Management Program Funding at Your School

Applications are currently being accepted for ASCO's Practice Management Education Awards for schools and colleges of optometry. The award program was established in 2013 to provide funding to innovative activities and programs that augment the practice management educational experience for optometry students. The program, which has offered awards of up to \$2,000, funds cutting-edge, replicable programs that enhance student education, promote the success of the student as a future practitioner and strengthen an institution's commitment to training in practice management. Award monies enable ASCO institutions to fund activities and programs such as seminars, outside speakers and mentoring/guidance programs for optometry students.

The deadline to apply for a Practice Management Education Award is midnight Aug. 26, 2016. Applications will be acknowledged upon receipt. Members of the ASCO Academic Affairs Committee plan to review the applications in September.

For criteria and application information and to read about programs that have been granted awards in the past, visit the [Practice Management Education Awards page](#) at the ASCO website.

A Conversation with ASCO's New President



Dr. Karla Zadnik.

(Photo by Jo McCulty, The Ohio State University)

Dr. Karla Zadnik, Glenn A. Fry Professor of Optometry and Physiological Optics and Dean, The Ohio State University College of Optometry, was recently sworn in as President of ASCO for the 2016-2017 fiscal year. ASCO Director of Communications Kimberly O'Sullivan spoke with her about a variety of topics, including her priorities for the year. In addition to leading ASCO's strategic planning process, Dr. Zadnik's noted, "We will play to our strengths and continue to work on projects we have already started. I like the idea that ASCO will help its Board members, who are Deans and Presidents of our 23 optometric institutions, become better Deans and Presidents, but I am equally excited at the thought of helping our institutions' Chief Academic Officers become better leaders. We have initiatives, such as the Summer Institute for Faculty Development, that help new faculty gain knowledge and enhance the skills that will lead to a successful academic career. We also want to give other administrators the necessary training so they too are successful through workshops, webinars, tutorials, mentoring, onsite training and leadership seminars. ASCO will help enrich its Board members and other members."

[Click here](#) to read the rest of the conversation, including Dr. Zadnik's take on Buckeye sports!

New Daily Contact Lens for Presbyopes



Now available from Alcon are [Dailies Total1 Multifocal](#) contact lenses, which are daily disposable lenses designed for people with presbyopia. The advanced features of Dailies Total1 Multifocal aim to address the specific vision needs of presbyopes, including end-of-day dryness. The optical design of the lenses is Alcon's multifocal Precision Profile technology, which is designed to offer a smooth progression of power for seamless transitions between distant, intermediate and near vision.

Alcon has also launched a [rebate program](#) to help eyecare professionals provide more of their patients with access to daily disposable contact lenses.

Campaign for Consumers Wins Top Award

BAUSCH + LOMB

Bausch + Lomb announced that its 2015 interactive experience, which encouraged attendees of the South by Southwest Film + Interactive Festival to “Get Their Blink On,” received a Gold SABRE Award for Consumer Health Campaign of the Year. The B+L Ultra Lens Lounge featured at the festival encouraged lens-wearing Millennials to visit their eyecare professional and discuss how their screen-reliant lifestyle may be negatively impacting their vision. Free one-month trials of [Bausch + Lomb Ultra contact lenses](#) were also offered.

The annual North American SABRE awards, created by the public relations trade journal *The Holmes Report*, recognize superior achievement in branding reputation and engagement. The Zeno Group, Bausch + Lomb’s public relations agency, led the planning and execution of the campaign.

Lens Designed with Hydration as a Priority

The logo for Johnson & Johnson, featuring the company name in a red, cursive script font.

VISION CARE, INC.

Johnson & Johnson Vision Care, Inc. announced the U.S. launch of [Acuvue Vita Brand](#), a 30-day daily wear contact lens with new HydraMax Technology. The lenses are designed to maximize and maintain lens hydration all month long, enhance comfort through the Infinity Edge design, and block approximately 93.4% of UVA light rays and 99.8% of UVB light rays. The material of Acuvue Vita, senofilcon C, is designed to integrate the optimal density and distribution of beneficial lipids throughout the lens while maintaining a low deposition profile. The company says the material also leverages the function of the beneficial lipids to help maintain lens hydration by reducing the tear film evaporation rate.

Contact Lens Designed for Digital Device Users



CooperVision®

CooperVision continues to roll out its new contact lens, [Biofinity Energys with Digital Zone Optics](#), which was created specifically for digital device users. The new lens combines unique optical properties, an advanced silicone hydrogel material and a smooth, naturally wettable surface designed to provide long-lasting comfort. It's designed to help the eyes better adapt so wearers can seamlessly and continuously shift focus between digital devices and offline activities. According to company research, after one week of wear, eight out of 10 digital device users agreed that Biofinity Energys lenses made their eyes feel less tired.

New Keratoconus Classification/Staging Display



A new tomographic keratoconus classification/staging system is now available for the [Oculus Pentacam](#). The Belin ABCD Keratoconus Staging display independently grades the anterior corneal surface, posterior corneal surface and corneal thickness. Also, according to Oculus, the new staging system offers diagnostic and therapeutic advantages over the older Amsler-Krumeich system. The ABCD classification system is based on work by [Gomes et al.](#) and has been approved by the three main cornea societies from the United States, Europe and Asia.

The new Belin ABCD Keratoconus Staging display is a free update for all Pentacam/Pentacam HR users and works retrospectively for all previously taken exams. It's also included in the topometric software of every new Pentacam/Pentacam HR device. For more information [e-mail Oculus Sales](#).

Vision Expo Programs for Students and Recent Graduates



From free pop-up talks on the show floor to expert panels, International Vision Expo continues to offer optometry students and young optometric professionals the resources and education they need to get their careers off to a strong start. Students attending Vision Expo West (Sept. 14-17, 2016) have access to a variety of benefits and networking events and programs, including free exhibit hall registration (\$150 value) and free unlimited education.

For the first time, members of the Young Professionals Club (YPC) Advisory Group will recommend education courses that will be valuable for students and recent graduates. Also, YPC Advisory Group member Dr. Matt Geller, Co-Founder and CEO of NewGradOptometry.com, will lead hour-long expert panels each day in the NewGradOptometry booth, providing additional learning and networking opportunities geared to new ODs.

Visit the Vision Expo website for more information on programs and benefits available to [students](#) and [young professionals](#). If your school is interested in offering discounts on exhibit hall access and education to alumni, please [e-mail Rachel Salabes](#).

Portable Fundus Camera and App Undergo Improvements



Volk Optical has upgraded its Volk [iNview portable fundus camera](#), expanding the range of device compatibility to include the iPhone SE, while also improving both the app and internal optics for even better imaging. According to Volk, the iNview makes it easy to take high quality, wide-angle digital color fundus images for general visualization, patient education, referrals and record-keeping.

The iNview is an ophthalmic camera used to acquire wide-angle digital color images of the retina using an Apple iPhone or iPod. Volk iNview is a combination of a [mobile application](#) and an indirect ophthalmoscopic lens attachment that fits Apple iPhone/iPod.

New Bottle Size for Glaucoma Drop



Allergan's combination topical glaucoma medication [Combigan](#) (brimonidine tartrate/timolol maleate 0.2%/0.5%) is now available in a 15-mL bottle size, a full 90-day supply. The 15-mL bottle may allow patients make fewer trips to the pharmacy solely to pick up their Combigan refills.

Single-Use Prisms for Tonometry



[Keeler Instruments](#) has introduced Tonomate, a new disposable prism for Goldmann applanation tonometry, to help reduce cross-infection and streamline the eye examination. Each single-use Tonomate prism comes in its own sterile packaging and can be fitted easily without requiring direct contact.

The prisms are ideal for use with D-KAT, Keeler's digital applanation tonometer. D-KAT is available in R-type and T-type variants for H-style slit lamps and as a Z-type model for Z-style slit lamps.

LensCrafters Launches Digital Eye Exam



LensCrafters, a Luxottica retail brand, launched [Clarifye – “The Digital Eye Exam That Shows You More.”](#) Clarifye allows doctors to enhance vision care with a more digitally precise eye exam, a more comprehensive assessment and a more personalized patient experience. The state-of-the-art Clarifye Vision Profiler integrates a wavefront aberrometer, corneal topographer, autorefractor and keratometer as well as a digital refractor and HD projector.

Because Clarifye eliminates guesswork (“which is better, 1 or 2?”) from the eye exam, it’s especially well-suited for young children, elderly patients and patients who are nonverbal or have other mental or physical disabilities. The system also reveals vision issues that prevent correction to 20/20 and may lead to earlier diagnosis of ocular and other medical conditions.

Company Shows Its Support for Veterans



In May 2016, representatives of [National Vision](#) participated in a press conference at the White House announcing the company's commitment and the commitment of other organizations to supporting the Joining Forces program. Launched in 2011 by First Lady Michelle Obama and Dr. Jill Biden, Joining Forces is a nationwide initiative calling on all Americans to rally around service members, veterans and their families and to support them through wellness, education and employment opportunities.

National Vision operates 52 military locations across the country and since January 2015 has employed 160 self-identified military veterans and/or veteran spouses. The company has committed to hiring a minimum of 500 veterans and/or veteran spouses over the next five years across all of its retail brands. Within those 500 positions, it has committed to hiring a minimum of 100 military veterans and/or veteran spouses in technology-focused positions as part of the Joining Forces initiative.

10-Week Student Internships Available



Walmart is accepting applications throughout the year for its Optometry Intern Program, which is designed to prepare the company's next generation of ODs for practice within Walmart and Sam's Club stores.

According to Walmart, the 10-week hands-on training program, which includes an OD mentor, is in-depth and provides experience across a range of areas from basic visual services to diagnosis, management and treatment of visual problems and ocular disease, contact lens fitting, patient education and clinical business strategies. The intern program is open to first-through fourth-year students, but the company says first- through third-year students may benefit most because the experience is geared toward entry level clinical management. Start and end dates are flexible to accommodate the interns' school curriculum timelines.

Interested students should contact Gayathiri Pathmanapan at (479) 277-6621 or [via e-mail](#).

Registration Open for FCO Annual Conference



The Fellowship of Christian Optometrists (FCO) is holding its Annual Conference Nov. 4-6, 2016, at the Abe Martin Lodge, Brown County State Park, Nashville, Ind. The conference will feature:

- 12 hours of COPE-approved continuing education sponsored by Indiana University School of Optometry
- speakers, including Drs. Kia Eldred, Eileen Gable and Lee Peplinski, on topics including special needs children, pediatrics grand rounds, traumatic brain injury, diabetes, glaucoma and ocular disease grand rounds
- a Saturday morning panel discussion on ministry to individuals with special needs and their families, featuring several FCO members who have special needs children
- reports from optometric missionaries
- inspiration, Christian fellowship and information about opportunities to use your skills in mission work

[Click here](#) to register.

PUCO Bestows Kamelia Massih Prize



Dr. Doug Weberling receives the 2016 Kamelia Massih Prize for a Distinguished Optometrist from PUCO Dean Dr. Jennifer Coyle during the college's professional programs commencement ceremony on May 21, 2016.

Pacific University College of Optometry (PUCO) alumnus and current member of the university Board of Trustees Dr. Douglas R. (Doug) Weberling has been named the sixth recipient of the Kamelia Massih Prize for a Distinguished Optometrist. Dr. Weberling earned his bachelor's degree at Pacific in 1972 and a doctorate in optometry in 1974 before going on to a prolific career as a renowned practitioner and researcher.

Dr. Weberling is the President of Dr. Weberling and Associates optometric practice in Bristol, Va., where he has been a longtime resident and former mayor. He has been a clinical investigator and spokesperson for several ophthalmic companies and is an expert on sports vision issues. He served as an optometrist for Team USA in both the 1994 Winter Olympics and the 1991 Pan American Games.

The Massih Prize is named after the late Kamelia Massih, a 1985 PUCO graduate who passed away in March 2010 following a three-year battle with cancer. According to the university, Massih served her patients and members of her community with a level of compassion and care that exemplifies PUCO alumni.

KYCO's Dr. Moore Certified as Laser Treatment Preceptor



Dr. Gregory S. Moore

Dr. Gregory S. Moore, Senior Clinical Instructor at University of Pikeville Kentucky College of Optometry (KYCO), was recently approved by the Kentucky Board of Optometry as a preceptor for doctors of optometry applying for licensing privileges to perform selective laser trabeculoplasty, YAG laser peripheral iridotomy and YAG laser capsulotomy.



Dr. Jesson Martin

Optometrists seeking to provide the laser procedures are required to perform them under the supervision of a board-approved preceptor until the preceptor feels the candidate is clinically proficient and capable of providing the procedures without supervision. At that point, the preceptor recommends expanded privileges for the optometrist to the Board. The Board evaluates the preceptor's recommendations, along with other requirements, and determines whether the optometrist will be granted the laser privileges.



Dr. Josephine O. Owoeye

Also: Dr. Josephine O. Owoeye joined the KYCO faculty as an Assistant Clinical Professor, and Dr. Jesson Martin joined the faculty as an Assistant Professor of Optics.

Salus/PCO Names Director of On-Campus Residency Programs



Dr. Bhawan Minhas

Salus University Pennsylvania College of Optometry (Salus/PCO) named Instructor Dr. Bhawan Minhas as the new Director of On-Campus Residency Programs. Transitioning from her role as director of EHR Training, Dr. Minhas will oversee the development, implementation and outcomes of the on-campus residency program curricula and will participate in the recruitment of residency candidates for all on-campus programs. She will also serve as Chair of the Primary Care Resident Selection Committee.

Also: Salus/PCO has partnered with Community College of Philadelphia to bring an Ophthalmic Technician Proficiency Certificate Program to Philadelphia. The program, scheduled to launch in fall 2016, is a two-semester, full-time program that includes two clinical internships.

NECO's Dr. Moore Receives Public Health Award



Dr. Bruce Moore

New England College of Optometry (NECO) Professor Dr. Bruce Moore received the 2016 Jenny Pomeroy Award for Excellence in Vision and Public Health, which is among the highest honors bestowed by Prevent Blindness. The award is given annually to an individual, team or organization that has made significant contributions to the advancement of public health related to vision and eye health at the community, state and/or national level. It serves as a living memorial to Jenny Pomeroy, who served as CEO of Prevent Blindness Georgia from 1996 until 2013, bringing a passionate understanding of public health to her work and the organization's mission.

Dr. Moore has contributed to the research, teaching and advocacy of vision and eye health for more than 40 years. In addition to serving on the NECO faculty, he helped develop the program on the mobile clinic, New England Eye On-Sight, and travels with students weekly to provide vision screenings to young children. Dr. Moore's contributions to optometry include developing techniques for fitting contact lenses for infants with congenital cataracts at Children's Hospital Boston and establishing the first eye clinic at the Martha Elliot Health Center. A specialist in pediatric eye care, Dr. Moore has been a leader in establishing a model for universal vision screenings for young children locally and nationally.

NSU Students Win Awards



Ashley Noble

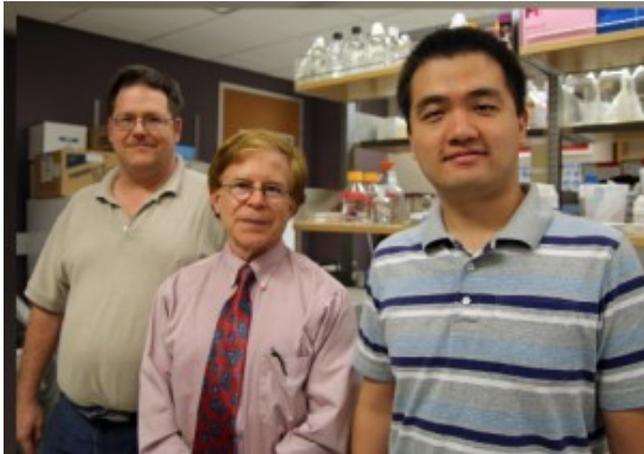
Ashley Noble, a third-year student at Nova Southeastern University College of Optometry (NSU) received two awards during the National Optometric Association's 48th annual convention in July 2016 in Chicago. She received the Cave Memorial Award and the Dr. Robert Johnson Pediatric/Vision Therapy Award for demonstrating a commitment to community service related to pediatric conditions, binocular vision and vision therapy.

Fourth-year NSU students Samantha Kayser and Heather Gauger won the Walmart & Sam's Club Health and Wellness Project Foresight scholarship competition, which awarded them a \$15,000 scholarship and traveling trophy. For Project Foresight, a national business plan competition, student teams from schools and colleges of optometry design an "Optometric Practice of the Future," which promotes the profession of optometry and the values and vision of Walmart & Sam's Club Health and Wellness — to provide quality, affordable and accessible health care for everyone. This year's theme was "It's Your Practice, Your Community and Your Success!"



Project Foresight winners Samantha Kayser (center left) and Heather Gauger (center right) with representatives from Walmart and Sam's Club.

IUSO Faculty Collaborate on Diabetic Eye Disease Research



IUSO's Dr. Thomas Gast, center, with John Gens, left, and Xiao Fu of the university's Biocomplexity Institute. (Photo by Indiana University)

By combining data from optometry patients' eyes with advanced computational methods, Indiana University researchers have created a virtual tissue model of diabetes in the eye. Their work is published in the journal *PLOS Computational Biology*. According to Dr. Thomas Gast, an ophthalmologist and senior scientist at Indiana University School of Optometry (IUSO) and one of the paper's authors, "This paper establishes a step-by-step pathway from a diabetic's elevated blood sugars to the vascular complications in the eye. Therapeutically, understanding a disease can lead to improved treatments." According to the university, the virtual retina model provides the first strong evidence for why the pattern of diabetic eye disease progression is so variable, and it predicts where damage will occur next.

Stephen A. Burns, IUSO Professor and Associate Dean for Graduate Programs, also participated in the study, which was supported in part by the National Institutes of Health, the Falk Foundation and the university's Collaborative Research Grant Program.

Ketchum Opens Interprofessional Healthcare Center

This summer, Marshall B. Ketchum University opened Ketchum Health, the new home of the University Eye Center, which moved from main campus in Fullerton, Calif., to Anaheim.

Ketchum Health is designed to be the university's interprofessional healthcare center. As it continues to develop, it will include a general medical practice as well as a dispensing pharmacy. Once complete, the new off-campus healthcare center will offer an unparalleled collaborative practice experience for optometry, physician assistant and pharmacy students and expanded healthcare services for the Southern California community.



The new Ketchum Health facility will offer collaborative practice experience for optometry, physician assistant and pharmacy students.

ICO Introduces New Practice Management Curriculum



The former Practice Opportunities Symposium will become part of the new practice management curriculum.

A revitalized practice management curriculum is being introduced at Illinois College of Optometry (ICO) in response to the real-world needs of the profession. Beginning in fall 2016, students in the ICO entering class will experience enhanced programming to best prepare them to handle the business aspects of optometry.

ICO says practice management fundamentals have always been part of the curriculum but have historically been a small component of the overall required hours. The enhancements add workshops, group activities and online assignments that increase the amount of practice management material by 60%. Enterprising students can also opt in to an elective track containing an additional 100 hours of content. The curriculum enhancements will be phased in over four years and fully explore the ethical, legal, administrative, financial and clinical issues involved in practice management.

The new programming, developed as ICO's Quality Initiative Project for the Higher Learning Commission, comes as a direct result of feedback from practicing alumni and student exit surveys.

SCO Inaugurates Dr. Lewis Reich



Dr. Reich with Steven T. Reed, Chair of the SCO Board of Trustees, during the ceremony.

Dr. Lewis Reich was formally inaugurated as the seventh president of Southern College of Optometry (SCO) during a ceremony at the college's midtown Memphis campus. A number of representatives delivered greetings from their respective constituencies, including the local and academic communities, alumni, students, family and faculty/staff. ASCO President Dr. Karla Zadnik represented the academic and optometric education communities.

In her remarks representing SCO faculty/staff, Dr. Aaron Kerr, Faculty Chair, announced that more than \$27,000 had been raised to create a new scholarship in Dr. Reich's honor. [Watch a video](#) from the ceremony on YouTube or view photos in [SCO's photo gallery](#).

UHCO Faculty and Alumni Receive Awards



Dr. Roger L. Boltz



Dr. Kelly Moore

Dr. Roger L. Boltz, Associate Professor and Associate Dean for Finance and Administration at the University of Houston College of Optometry (UHCO), has been named Educator of the Year by the Texas Optometric Association (TOA). The TOA recognized his dedication and hard work in furthering the profession and providing leadership during his longstanding tenure at UHCO. Dr. Boltz has been with UHCO as part of the faculty for nearly 40 years. During this time, he served a two-year term as Interim Dean and prior to that was Associate Dean for Professional Studies. Dr. Boltz had also served on the ASCO Board of Directors and as Chair of the Association's Academic Affairs Committee and Executive Director Search Committee.



Dr. Nimesh Patel

Dr. Kelly Moore, a 2016 UHCO graduate, and Dr. Nimesh Patel, a 2012 graduate of the University's PhD program and UHCO Assistant Professor, have been named recipients of awards from the American Academy of Optometry. Dr. Moore was named winner of the Julius F. Neumueller Award in Optics for her paper, "Spherical Soft Contact Lens Designs and Peripheral Defocus in Myopic Eyes." The award is given to an individual who submits a first-authored original research paper that reflects research performed during pursuit of the Doctor of Optometry degree. Dr. Moore was part of several peer-reviewed abstracts and publications with Dr. David A Berntsen while completing her OD/MS degree at UHCO. Dr. Patel was named winner of the Irvin M. and Beatrice Borish Award, which recognizes an outstanding young scientist or clinician scientist who has shown exceptional promise to conduct independent research directly related to etiology, prevention, detection, diagnosis or management of clinical ocular disorders. Drs. Moore and Patel will receive their awards during the American Academy of Optometry Awards Ceremony in Anaheim, Calif., on Nov. 11, 2016.

OSU's First Dean Leaves Remarkable Legacy



Dr. Frederick W. Hebbard

Emeritus Dean Dr. Frederick W. Hebbard, of The Ohio State University College of Optometry (OSU), passed away on Aug. 14, 2016, at age 93. A remembrance of his life is being planned.

Having served in the U.S. Navy, Dr. Hebbard entered optometry school at the University of California, Berkeley after World War II. He received his optometry degree in 1949 and a PhD in 1957 and subsequently accepted a faculty appointment at OSU. There, he excelled in various teaching, clinical and research roles. According to the university, Dr. Hebbard was instrumental in bringing the OD degree to Ohio State, spearheading the expansion of the five-year curriculum (concluding with a BS-Optometry degree) to a six-year curriculum (concluding with an OD degree). He became the College of Optometry's first dean in 1968. During his tenure as a faculty member and administrator, Dr. Hebbard was responsible for many initiatives that helped solidify optometry's presence and prestige, not only on Ohio State's comprehensive health sciences campus but also nationwide. He worked tirelessly to preserve optometry's independence from Ohio State's College of Medicine in the mid-1960s when the Department of Ophthalmology proposed that the optometry program be placed under its administrative structure.

Dr. Hebbard was a respected leader in optometric education and served on many boards and committees for ASCO, the American Optometric Association, the American Academy of Optometry and the National Board of Examiners in Optometry. By the time he retired in 1988, he had also recruited a world-class faculty to the College of Optometry.

In lieu of flowers, donations may be made to The Frederick A. and Betty L. Hebbard Memorial Fund. Dr. Hebbard created the fund in memory of his parents to support the College of Optometry and its education and research programs. [Donations can be made online](#) or by calling (614) 292-2100.

Dr. Baker named Dr. Jarnagin's successor at AZCOPT



Dr. Joshua C. Baker

Dr. Joshua C. Baker has been promoted to the position of Dean of the Midwestern University Arizona College of Optometry (AZCOPT) following the retirement of Dr. Donald E. Jarnagin. Dr. Baker previously served as AZCOPT's Associate Dean for Clinical Affairs. Originally from Blossvale, N.Y., he came to Midwestern University in April 2013 after serving as the Chief of Optometry Service at the U.S. Army Health Clinic in Stuttgart, Germany. As an Army Major, Dr. Baker spent time deployed in Al Asad, Iraq, and received the Bronze Star. He graduated magna cum laude from the Illinois College of Optometry.

Dr. Jarnagin retired as AZCOPT Dean in July. Among his many professional and education roles, he had been a member of the ASCO Board of Directors and a member of the Association's Financial Affairs and Government Affairs committees.

In Memoriam: UABSO's Dr. Larry Alexander



Dr. Larry Alexander

ASCO joins the optometric community in saying goodbye to a beloved educator, Dr. Larry Alexander, who passed away recently. Dr. Alexander was a Professor and Chief of the Ocular Disease Service at the University of Alabama at Birmingham School of Optometry (UABSO) for 20 years. According to UABSO, he also participated in private practice, served in many administrative capacities, and performed clinical research in glaucoma, diabetes, hypertension and dry eye.

Dr. Alexander was considered a true advocate of optometry students, and his commitment to optometric education was recognized frequently through teaching awards and accolades given by the UABSO student body. Dr. Alexander was an internationally renowned lecturer and author, and his textbook "Primary Care of the Posterior Segment" has been regarded as an essential reference.

Dr. Alexander was among the UABSO faculty members who worked diligently in the early 1990s to help pass Alabama's "optometrist drug law," which gave optometrists the authority to prescribe drugs for the treatment of allergies and infections. He was a 1971 graduate of the Indiana University School of Optometry and a veteran of the United States Navy.

Also: UAB is now accepting applications for its new dual-degree program, OD/MBA, a collaboration between the university's Collat School of Business and School of Optometry. UAB also offers a dual OD/MPH degree.

In Memoriam: SUNY's Dr. Alden N. Haffner



Dr. Alden N. Haffner

The State University of New York College of Optometry (SUNY) recently shared with the optometric community the sad news of the passing of its Founding President, Dr. Alden N. Haffner. Current SUNY President Dr. David A. Heath remembered Dr. Haffner's contributions, saying in a press release, "Dr. Haffner has an enormous legacy that reverberates here at the college and throughout the optometric community. Without his tireless support for the profession of optometry, both in New York and beyond, as well as his prescient vision, not only for optometry but for public health and education, the college and optometry would not be where they are today." Dr. Haffner served as ASCO President in 1977-1979.

SUNY Optometry began classes in 1971 with an inaugural class of 23 students. Dr. Haffner remained President until 1978, by which time enrollment had grown to approximately 230 students. That year he became Vice Chancellor for Research, Graduate Studies and Professional Programs at SUNY System Administration in Albany. He served in that role for a decade, returning to SUNY Optometry in 1988 to begin a second stint as President until his retirement in 2005.

Dr. Haffner was a major champion of public health throughout his career, which was recognized through numerous American Academy of Optometry, city and federal appointments and awards. He also had nearly 200 scholarly publications during his career, mostly in the fields of public health, healthcare policy and optometric education. Dr. Haffner was credited with helping to lead a profound shift in the way optometry was practiced beginning in the late 1960s, aiding the transformation that the profession made from non-therapeutic practice toward a more broad "medical model" that was better suited to the training that optometrists received as well as the public health needs of the community.

Also: On July 7, 2016, Dr. Daniel Laby, Associate Professor and Director of the SUNY Sports and Performance Vision Center, and four third-year optometry students from his summer sports vision elective course traveled to Fenway Park, home of the Boston Red Sox, to examine the visual abilities of 40 baseball prospects. They tested visual function, hand/eye coordination and reaction times of the players, all of whom are college prospects hoping to enter the Major League Baseball draft in 2017. Dr. Laby noted in a press release, "It was a wonderful experience for the students to put into action on the 'field' what they have been learning in class for the past several years."



Dr. Daniel Laby with students Jackie Molinda, Taylor Wolke, Emily Cheng and Catherine Dardenne at Fenway Park in Boston.

Company Continues what Dr. David Volk Began: Creating the Best Tools for Examination, Diagnosis and Treatment

[Volk Optical](#) is the recognized industry leader in ophthalmic imaging, offering the finest aspheric optics, portable ocular diagnostic imaging platforms and unique surgical systems. The first ever indirect ophthalmoscopic lens was developed 50 years ago by ophthalmologist Dr. David Volk. In those early years, Dr. Volk was frustrated by a lack of tools for seeing clearly inside the eye. Thereafter, it became his passion to revolutionize the way ophthalmologists viewed the inside of the eye. He founded Volk, which became a pioneer in aspheric optical lens design and construction. The company's patented Volk double aspheric lens designs became the leading standard in the ophthalmic industry and are still in use today.



Decades later, Volk Optical is the world leader in the design and manufacture of ophthalmic lenses for retinal and anterior chamber examination and treatment. From its early beginnings to the present day, Volk has designed and developed three generations of contact and non-contact lenses for use in examination, diagnosis and treatment. Volk's ophthalmic lenses are recognized worldwide as having the best clarity, highest resolution, widest field imaging, and the best stereopsis for precision diagnostic, therapeutic and surgical applications.

You might be surprised that Volk is not just a lens company. We have been working vigorously in recent years to address the unmet needs in portable digital imaging. Volk's portable, electronic, diagnostic imaging cameras are building the foundation for the future of ophthalmology, optometry and general medicine. Already with a pair of portable ophthalmic imaging devices to our credit, we have recently introduced a revolutionary new iPhone fundus camera, [the Volk iNview](#), and have plans to develop more innovative imaging devices in the future.

Today, Volk's mission is exactly the same as it was when Dr. Volk embarked on his original journey 50 years ago – develop better tools to see inside the eye. Volk's corporate goal is to redefine the future of ophthalmology by providing physicians with the most innovative and easy-to-use devices for imaging the human eye. Volk Optical is based in Mentor, Ohio, and has representatives and distributors in more than 100 countries around the world. Volk is a subsidiary of Halma plc of Amersham, United Kingdom (LON: HLMA, Halma).

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

Ophthalmic Optics Educators



ASCO Executive Director Dawn Mancuso presents Dr. Graham

Strong with the Joe Bruneni Lecture Award.

Met: July 21-23, 2016, in Toronto, Canada

Co-Chairs: Dr. Natalie Hutchings and Marilyn Smith

Actions: Dr. Graham Strong, Professor Emeritus, University of Waterloo, delivered this year's Joe Bruneni Memorial Lecture, "Forensic Optometry." ... The SIG is preparing an Ophthalmic Optics curriculum survey to the members with a view toward reporting sequencing and alignment with the National Board of Examiners in Optometry content outline, and reporting ophthalmic optics clinical training and experience.

Speakers/Discussion Topics: Harnessing Brain Plasticity to Treat Adults with Amblyopia: Dr. Ben Thompson ... Color for the Color Blind with Optical Assistive Devices: EnChroma, Inc. representative ... ASCO Strategic Plan: Dawn Mancuso, ASCO Executive Director ... ASCO Connect: LaShawn Sidbury, ASCO Director, Meetings and Special Interest Groups

Sponsors: Dr. Michelle Hoff, Essilor of America, EyeMed, HOYA, Transitions Optical

Next Meeting: July 27-29, 2017, in Chicago, Ill. The workshop will be co-chaired by Dr. Michelle Hoff and Michele Self.

Contact: [LaShawn Sidbury](#)

Low Vision Educators



Members of the Low Vision Educators SIG at the group's July 2016 meeting.

Met: July 14-16, 2016, at Midwestern University Arizona College of Optometry

Chair: Dr. Sharon Tse

Speakers/Discussion Topics: teaching and prescribing bioptic telescopes ... electronic magnification and assistive technology ... assistive technology: Drs. Linda Pang and Stephanie Schmiedecke ... ASCO Connect: LaShawn Sidbury, ASCO Director, Meetings and Special Interest Groups ... ASCO Strategic Plan: Dawn Mancuso, ASCO Executive Director ... iBook project update and discussion: Dr. Rich Jamara ... advanced competencies: Dr. Elli Kollbaum ... low vision rehabilitation updates from AAO Low Vision Section, AOA Vision Rehabilitation Section, and AAO Low Vision Diplomates

Sponsors: Chadwick Optical, Ocutech, Envision, St. Louis Lighthouse, Designs for Vision, Inc.

Contact: [LaShawn Sidbury](#)