

EYE on EDUCATION

August 2018

SPONSORED BY



Table Of Contents

A Message from Dr. David Damari	4
Student Award in Clinical Ethics Winner Announced	6
Residency Slots Continue to Increase	7
Optometry Associations Band Together Around Common Goals	8
News Shared by Prevent Blindness	10
Intern Joseph Wobus joins ASCO for Summer	12
Full-Time Faculty Increases Approximately 3%	13
Doctors of Optometry Praised in “Hints from Heloise” Column	14
Bonnie Strickland Champion for Children’s Vision Award: Call for Nominations – Deadline June 15, 2018	15
ASCO’s Research Survey Shows Decrease in Amount of Direct Costs Awarded to Schools	16
ASCO’s New Community Facebook page: OptometricEducators	17
ASCO Produces Podcast on Sports and Vision Therapy	18
ASCO’s LaShawn Sidbury Passes National Certification Examination	19
ASCO Board of Directors Convened for Summer Board Meeting and Inaugural Annual Meeting in Denver	20
ASCO Debuts New Online Career Center	21
ASCO Board approves new initiatives	22
ASCO Attends the USA Science & Engineering Festival for the First Time, Won’t be the Last	23
ASCO and AOA hold joint meeting	24
American Board of Optometry Waves July 2018 Examination Fee for Faculty Members	25
4th Future Faculty Program Proves to Be a Success	27
Walmart News	28
Volk News	29
RevolutionEHR News	30
Oculus News	31
Luxottica News	32
Hoya News	35
Diopsys News	37
CooperVision News	41
Bausch + Lomb News	45
Allergan News	47
Updates from the ASCO IPECP Committee	48
UIWRSO Provides Unique Vision Service and Keeps Cardinals Athletes’ Eyes on the Ball	50
UIW Optometry Faculty Member Installed as TOA President	51
UHCOpen House 2018	52
UHCO Vision Scientist Investigates Changes in Eye Structure in Astronauts	53
UHCO - ARVO Student Travel Fellowships	55
Thomas L. Lewis of Salus University Pennsylvania College of Optometry Honored With Career Achievement Award	56
SUNY Optometry’s New M.S./Residency Program Accredited by ACOE	57
SUNY Optometry Names New Chief of Primary Care for University Eye Center	58
SUNY Optometry Hosts Annual Career Symposium	59
Potter Receives Honorary Degree	60
National Public Health Week at UHCO	61
Midwestern University Welcomes New Chicago College of Optometry Dean	62
Midwestern University Eye Institute Incorporates VR Technology for Student Training	63
Dr. Stanley Hatch Named Chief of Pediatric/Binocular Vision Service at The Eye Institute of Salus University ..	64
Dr. Stacey J. Meier Named to SCO Board	65
Dr. John Nishimoto Elected as a Distinguished Fellow of the National Academies of Practice in Optometry	66
Dawn Rigney Named SUNY Optometry’s Vice President for Institutional Advancement, Executive Director of Optometric Center of New York	67
Congratulations to SCCO’s Annabelle Storch	69

AZCOPT Partners with Walter Reed for Optometric Residency	70
2018 Insight Expo at UHCO	71
Industry Spotlight: Johnson & Johnson Vision	72

A Message from Dr. David Damari



It is a busy time of year for an academician. There are capstones, year-end meetings, doctoral hoodings, and commencements, in addition to the normal activities related to the end of every semester. With all that going on, it can be difficult to remember that those graduates are the manifestation of our efforts and the reason we got into optometric education in the first place. At this time when we celebrate their accomplishments, let us also redouble our efforts to assure that we are educating them about how different optometry, and other health professions, will be over the next decade or two. The capabilities advancing technology brings for telemedicine and self-care are the future our graduates will need to embrace. Therefore, I believe that ASCO member institutions have an obligation not just to anticipate that future, but help craft it.

As part of that effort, the ASCO Board of Directors met last month with the AOA Board of Trustees. Early on in the discussion we helped each other overcome some misunderstandings that had developed over the years. We then went on to discuss how ASCO institutions could work with the AOA to research technologies as they develop, and even have a hand in the development of some technologies. It changed the conversation from one of frustration and dismay to one of cooperation and hope.

Another way ASCO is working to coordinate efforts for the profession's future is our work with the AAO to recognize subspecialties within the profession. This work came out of the joint meeting that five organizations — AAO, AOA, ARBO, ASCO, and NBEO — have together about two times every year. They all acknowledged that some subspecialties have existed for years through residency training and certifications of advanced competence through the Academy diplomate program or COVD. Drs. David Heath and Carl Spear are leading the joint task force of Academy and ASCO through pilot work by the Low Vision Rehabilitation group and into the next phase. This is important work as it becomes more evident to more Doctors of Optometry that to supply the best possible care to some patients, it makes sense to seek a consultation from another optometrist.

Of course, many times the best care results from working with other health care professions as part of a patient-centered team. ASCO has been working with the InterProfessional Education Collaborative (IPEC) to advance IPE for several years, and we are also seeing most of our member institutions making great progress on inter-professional patient care (IPP). One collaborative initiative taking place at my home institution, Ferris State University, is our Opioid Task Force. A cooperative work of four colleges, our student health center, campus public safety, the local hospital, and our local healthcare provider network, we have been meeting together for almost a year to develop programs for our students, providers, and the community to address the crisis that affects many families in the area. The collaborative work started when I had read a [CDC report](#), covered last July in *STAT News* that showed that our institution is literally surrounded by counties that prescribe more opioids, per capita, than almost anywhere else in the nation. I passed this on to our College of Pharmacy dean, Dr. Steve Durst, and we agreed that we should be the educational resource to change those prescribing patterns. It has been enlightening and gratifying work to cooperate with pharmacists, nurses, physicians, educators, social workers, and others as we seek ways to address this issue and its tragic consequences for families all over this part of Michigan.

I am certain that others in optometric education are doing similar work. It is the nature of our profession to collaborate with others. Let us make sure that we don't just model that behavior for our students but give them many opportunities to learn about collaborative practice and to experience it. The future of our profession depends upon it!

Student Award in Clinical Ethics Winner Announced



ASCO and the Ethics Educators SIG are pleased to announce Cassondra Lux-O'Callaghan as the winner of the *2018 Student Award in Clinical Ethics*. This annual national award provides the winner with a \$1,000 award check and an acrylic engraved plaque.

Cass is a student at Midwestern University, Arizona College of Optometry and is expected to graduate with her Doctor of Optometry degree this year. Her winning essay, "*Ethical Dilemmas Faced with Malingering Patients*", will also be featured in the *Journal of Optometric Education*.

Residency Slots Continue to Increase

The number of residency slots affiliated with member schools in the 50 states and Puerto Rico rose 13% from AY 2014-15 to AY 2016-17, and 78% since 2006-07, according to ASCO's 2016-17 Residency Program Funding and Promotion Survey report, released in March. Of the 442 slots in 2016-17, 47% were Veterans Administration (VA) residencies funded by the VA. Twenty-eight percent were residencies in external (non-VA) institutions and funded externally, and 19% were residencies in the clinics of the schools/colleges funded by the school/college.

For U.S. residency programs funded by optometry schools, stipends ranged from \$30,000 to \$41,600; the average for all schools was \$36,691, a 5% increase from two years ago. (Each school is weighted equally regardless of the number of residency slots.) Stipends for externally-funded programs ranged from \$16,848 to \$64,228, and stipends funded by the VA ranged from \$31,965 to \$38,010. The complete report can be found [here](#).

Optometry Associations Band Together Around Common Goals



Representatives from the American Academy of Optometry (AAO), the American Optometric Association (AOA), the Association of Regulatory Boards of Optometry (ARBO), the Association of Schools and Colleges of Optometry (ASCO), and the National Board of Examiners in Optometry (NBEO) met in February to identify new ways for these associations to collaborate in addressing issues facing the entire profession.

Six different potential areas of collaboration were identified:

- *Scope of practice - Stakeholder organizations support recognition of optometry's physician-level role in the health care system and seek to help ensure that scope of practice: (1) is commensurate with the education, skills, and abilities of practicing doctors of optometry; and (2) addresses patients' visual well-being and health needs. All five associations will be involved in this initiative.*
- *Public awareness - Although optometry has been a healthcare profession for several generations, the public remains largely unfamiliar with the optometric profession. Many have a negative or limited perception of optometry. Increasing the public knowledge and understanding of what optometrists do, their training and scope of practice, and their value as a critical component of the healthcare team would contribute to patients' improved health outcomes. By raising the public awareness of the depth and breadth of care and practice modalities within the optometric profession, there could be an increase in the pursuit of optometry as a career. Groups leading this initiative will be AOA, AAO, and ASCO.*
- *Applicant Pool Development - Attracting a robust, high-quality, and diverse pool of applicants helps the optometric profession by assuring that qualified students go on to practice successfully to the fullest scope of practice available in their individual states. These graduates fulfill their personal potential and represent the profession positively to patients, other healthcare professionals, and the public, with the ultimate goal being the best possible patient outcomes. Recent applicant trends point to challenges with optometry's competitive position vis-à-vis other career choices. The optometric community needs to work together to identify the root causes of the limited size of the applicant pool relative to the number and size of optometric institutions and to recommend interventions that will increase the number, diversity, and quality of applicants. Lead groups will be ASCO, AAO, and NBEO.*
- *New Technology - Advancements in technology offer opportunities for improving the delivery and accessibility of health care. Benefits and barriers to the adoption of new technologies for delivering optometric care should be identified and considered. Guidelines should be developed for the expanded use of technology as an appropriate and efficient means of improving eye care delivery in the context of appropriate standards of care. Lead groups will be AAO, AOA, ARBO, and ASCO.*
- *Optometry as a Potential Entry Point into the Healthcare System - The profession of optometry not only represents primary eye care, but optometrists are often responsible for the detection of systemic diseases. The role of optometrists in the healthcare system should be emphasized through public awareness initiatives and through collaborative education with other health care professionals. This could include patient testimonials, case presentations, continuing education initiatives, partnerships with family medicine in caring for patients with diabetes, accreditation standards and testing that require proficiency with Interprofessional Education and Collaborative Practice (IPEC), etc. May also include increased exposure of medical residents to optometrists to help medicine understand the value of*

optometry in the healthcare system. Lead groups will be AAO, AOA, ARBO, and ASCO.

- *Post OD Education - The long-term health of the optometric education enterprise and the profession as a whole, initially rests on the shoulders of educators who train optometry students. Currently, there is limited support for advanced, post-OD educational programs designed to attract qualified, motivated recent graduates to academic optometry. Opportunities to be recognized for a specialization within the field, expansion in the number and variety of optometric residencies, financial support for those residencies and graduate education (both MS and PhD levels), and research about optometric education, would change this landscape.* Lead groups will be AAO, ASCO, and NBEO.

The participants at the meeting were:

American Academy of Optometry (AAO)

Tim McMahon, OD, FAAO - Secretary-Treasurer
Pete Kollbaum, OD, PhD, FAAO – Board Member
Lois Schoenbrun, CAE, FAAO – Executive Director

American Optometric Association (AOA)

Robert Layman, OD – Trustee
James DeVleming, OD – Trustee
Renee Brauns – Associate Executive Director

Association of Regulatory Boards of Optometry (ARBO)

James Campbell, OD – Vice-President
Jeffrey Yunker, OD – Board Member
Lisa Fennell – Executive Director

Association of Schools and Colleges of Optometry (ASCO)

David Damari, OD, FCVD, FAAO – President
Karla Zadnik, OD, PhD, FAAO – Past-President
Dawn Mancuso, MAM, CAE, FASAE – Executive Director

National Board of Examiners in Optometry (NBEO)

Elizabeth Hoppe, OD, MPH, DrPH – President
Jerry Richt, OD – Vice-President
Jill Bryant, OD, FAAO, FSLs – Interim Executive Director

The meeting was held on February 16th & 17th, 2018 in Charlotte, North Carolina. The next meeting of the IOCCC will be held in June during AOA's conference in Denver.

News Shared by Prevent Blindness



Prevent Blindness is pleased to announce that Kira Baldonado has been named as its new vice president of public health and policy. Ms. Baldonado began her career with Prevent Blindness as the director of marketing and community services at the Ohio Affiliate of Prevent Blindness. She later joined the national office as the director of the National Center for Children's Vision and Eye Health at Prevent Blindness. In her new role, she will oversee the development and implementation of the organization's public health and policy agenda. For more information visit:

<https://www.preventblindness.org/kira-baldonado-appointed-vice-president-public-health-and-policy>.



[Join Us!](#)

July 18, 2018, from 7:30am-3:30pm
at the National Press Club in Washington, DC.

Morning Keynote Presentation

A Glimpse Into the Future: Artificial Intelligence & Eye Care
Lily Peng, Google AI Healthcare

Additional Presentations and Panels

- Improving Access through Telemedicine
- Promising Practices Emerging from NEI Partnerships
- Presentation of 50th Anniversary Recognition Award to the National Eye Institute
- Eyes on the Hill – A Congressional Perspective
- Advancing Eye Health in Native American Communities – Opportunities and Challenges
- Research on Vision Impact on Learning among Children
- National Eye Health Surveillance System
- Remarks from the 2018 Jenny Pomeroy Award for Excellence in Vision and Public Health

For details about the event and agenda, visit
www.preventblindness.org/eyesummit

Expected attendees include patient advocates, community-based organizations, national vision and eye health organizations, government agencies, and policymakers.

Follow the event on Twitter at #eyesummit.

Registration is free, but seating is limited. [Register today!](#)

Please contact Nita Patel Sinha, npatelsinha@preventblindness.org, for questions about registration and sponsorship.

Intern Joseph Wobus joins ASCO for Summer



Joseph Wobus joined ASCO's team in late May 2018. He is a rising junior at the University of Maryland, College Park and is pursuing a BS in Computer Science. Joseph's previous work experience includes working for a grass root campaign for the local county executive and working as a social media and technology intern for Cathay Future education center. He is excited to work this summer at ASCO and help promote the optometric profession.

Joseph grew up in Rockville, Maryland and has lived there all his life. During the school year, he lives on campus. His hobbies include basketball, movies, programming, fitness, and playing with his cat.

So far, Joseph has had a very positive experience interning at ASCO. He is excited to learn more about working in a non-profit and apply his previous skills to benefit the organization. Joseph plans to take his skills learned at ASCO to his future career endeavors, where he plans to pursue his interests in Computer Science.

Full-Time Faculty Increases Approximately 3%

The number of full-time faculty at the 23 optometry schools and colleges in the 50 states and Puerto Rico grew by 2.9% this year to 777, according to the 2017-18 Annual Faculty Data Report published in March by ASCO. This follows a 5.4% increase from 2015-16 to 2016-17 when the number of institutions increased from 21 to 23.

The report also detailed some additional changes to faculty composition:

- The number of female faculty members increased 4.6% (now at 55.7% of total) and male faculty members decreased 0.9%.
- 34.2% of full-time faculty have tenure and 16.3% are on a tenure track at the 19 institutions offering tenure.
- The average age of didactic full professors is 60.3 years of age; 58.0 years for clinical full professors.
- For those becoming faculty within the last year, 35.8% came from a residency program; 19.4% from another academic institution; and 11.9% from an optometry practice.

The full report was made available to the Deans and Presidents of ASCO's member schools and colleges in March. The public report can be reached [here](#).

Doctors of Optometry Praised in “Hints from Heloise” Column



The March 20, 2018 Hints from Heloise column reminded readers how important a yearly visit to the eye doctor is.

“Susan in Long Beach, California” shared with Heloise her “amazing experience at our local optometry school’s eye clinic... What a great hidden treasure!”

Read the entire column [here](#).

Bonnie Strickland Champion for Children's Vision Award: Call for Nominations – Deadline June 15, 2018

Sharing on behalf of Prevent Blindness



AT PREVENT BLINDNESS

The National Center for Children's Vision and Eye Health at Prevent Blindness is pleased to announce the call for nominations for its fourth annual **Bonnie Strickland Champion for Children's Vision Award!**

The Award recognizes significant efforts by an individual, or group of individuals, to improve public health approaches for children's vision at the state or national level. The deadline for submission is June 15, 2018.

Past recipients of the Award include the Pediatric Physicians' Organization at Children's (PPOC), based at the Boston Children's Hospital, the Illinois Eye Institute (IEI) at Princeton Vision Clinic, based at the Illinois College of Optometry, and Sean P. Donahue, MD, Ph.D., Professor of Ophthalmology and Visual Sciences at Vanderbilt University.

All those who are interested in applying may go directly to: <https://nationalcenter.preventblindness.org/content/bonnie-strickland-champion-childrens-vision-award>.

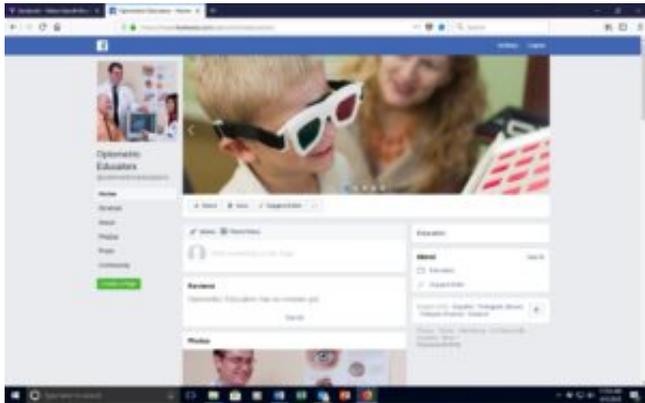
More information of our announcement may be found and shared at: <https://www.preventblindness.org/2018-Bonnie-Strickland-Award>.

ASCO's Research Survey Shows Decrease in Amount of Direct Costs Awarded to Schools

Direct costs awarded from July 1, 2016 – June 30, 2017 for research at ASCO member institutions totaled approximately \$27.2 million, down from \$32.7 million the previous year, according to ASCO's 2016-17 Research Survey Report. 19.3 million came from the National Eye Institute (down from \$23.5 million) and \$4.1 million from industry (down from \$4.3 million). Approximately 13.7 million in direct costs was awarded for research in basic science (\$14.4 million in the previous year), followed by \$7.4 million for research in clinical science (\$8.1 million) and \$4.7 million for research in translational science (\$7.4 million). One school did not participate in the survey.

The [complete report](#) was distributed to the ASCO Board of Directors in December and includes a list of direct costs awarded to each school and information about faculty and facilities devoted to research.

ASCO's New Community Facebook page: OptometricEducators



A new Facebook community is now available at www.facebook.com/OptometricEducators.

This Facebook community is for all Doctors of Optometry, in all industries, to connect with other ODs and talk about the profession.

Please visit us. Please let all your Facebook know of this new community! We hope to hear from you and start a dialogue!

ASCO Produces Podcast on Sports and Vision Therapy



PodCast

ASCO's newest [podcast](#) is on sports and vision therapy and how Doctors of Optometry can help with athletic performance and injury recovery. Dr. Graham Erickson, of Pacific College of Optometry, spoke at length about this very important and timely topic.

Take a [listen](#).

ASCO's entire podcast series is at: <https://optometriceducation.org/podcasts>.

ASCO's LaShawn Sidbury Passes National Certification Examination



ASCO is proud to announce that LaShawn Sidbury, CMP, CAE, has successfully completed the ASAE Certified Association Executive (CAE) examination administered in May. LaShawn joins more than 4,300 industry leaders worldwide in obtaining the highest professional credential in the association industry.

The CAE program is accredited by the National Commission for Certifying Agencies. The exam is designed to identify association professionals who are ready to step into the executive director role of an organization of any type or size. Less than five percent of all association professionals have achieved this mark of excellence. By obtaining the CAE, LaShawn has demonstrated a commitment to the association industry, her own career, as well as a wide range of knowledge essential to manage an association in today's challenging environment.

"Obtaining the CAE credential and being accepted into [ASAE's Diversity Executive Leadership Program](#) were the two professional goals that I set for myself in 2018, as I wanted a clearer perspective on what it takes to be a leader in the association sector," says LaShawn. "By accomplishing both goals, I have proven to myself that I have the knowledge to be an exemplary association executive. I look forward to coming from behind the curtain to the stage as I continue to evolve at ASCO."

"All ASCO staff, including myself, are very proud of LaShawn," says ASCO Executive Director, Dawn Mancuso, MAM, CAE, FASAE. "Having taken the CAE exam myself, I know how hard she worked and how challenging the entire process is. LaShawn is a vital member of the ASCO team and it's been a privilege watching her grow and excel as our Director of Meetings and Special Interest Groups.

LaShawn, along with 250 new CAEs, will be honored during the 2018 ASAE Annual Meeting & Exposition in Chicago in August.

Congratulations LaShawn!

ASCO Board of Directors Convened for Summer Board Meeting and Inaugural Annual Meeting in Denver



On June 19 in Denver, Colorado, ASCO's Board gathered for its summer Board of Directors meeting.

Several important items were discussed:

- The Board elected to keep the FY2018 [Executive Committee](#) the same for FY19.
- Recent National Board of Examiners in Optometry updates and communications regarding national pass rate reporting and the joint ASCO-NBEO Board meeting scheduled for March 2019.
- Continuing Education accreditation negotiations between the AAO, ARBO, ASCO and AOA which also included an ASCO – ARBO agreement regarding a members-only discount on COPE fees.
- Progress made by the Applicant Pool Development Task Force working on increasing the quality and quantity of prospective students. Of particular note, the Board agreed to use the salary information provided by AOA's salary survey to ensure consistency and avoid misinformation when using salary data.
- An update was given on ASCO's [Strategic Plan](#) and the Board was asked to prioritize and finalize priorities and work plans for the coming year. The Executive Committee met in August to discuss budget ramifications.

Updates were also given by several ASCO committees. The [Financial Affairs](#) and [Audit](#) committees approved the investment advisor and auditor respectively.

Two [Corporate Contributors](#), Mr. Mark Risher, Senior Manager, Optometric Academic Development with Allergan, and Mr. Kevin McNaught, National Strategic Accounts Manager with Diopsys, Inc. gave presentations.

ASCO's next Board Meeting will be held in San Antonio, Texas on Nov. 6.

ASCO Debuts New Online Career Center

The Association of Schools and Colleges of Optometry now offers a new [Career Center](#) resource, hosted by Boxwood.



The new *ASCO Career Center* will help streamline your hiring process with:

- **Unmatched exposure for job listings** – Your job post will appear on *ASCO Career Center*, but you now have the option of selecting The National Healthcare Network (NHCN), in which your job post will not only appear on *ASCO Career Center* but will automatically be distributed and displayed on 28 association healthcare career centers, creating MORE EXPOSURE!
- **Easy online job management** – You can enter job descriptions, check the status of postings, renew or discontinue postings, and even make payments online.
- **Resume searching access** – With a paid job listing, you can search the resume database and use an automatic notification system to receive email notifications when new resumes match your criteria.
- **Company awareness** – Along with each job posting, you can include information about your individual company and a link to your web site.

Don't miss this unique opportunity to be seen by an exclusive audience of the industry's best and brightest!

ASCO Board approves new initiatives



A number of new initiatives were approved by the ASCO's Board of Directors during its recent meeting in California. Among these were:

- Adopting a new approach to applicant pool marketing and engaging a new public relations agency, Truth Collective, in implementing a new campaign. This includes drawing \$525,000 from ASCO's reserves to jump start the campaign.
- Creating a task force to explore alternative applicant testing mechanisms (alternatives to OAT) for use in making admission decisions.
- Restructuring ASCO's Annual Business Meeting, using a more standard format for association annual meetings.
- Moving the 2019 Summer Institute for Faculty Development from St. Louis to Fort Worth, Texas. Alcon has generously offered its corporate facilities there to house the event.
- Conducting an RFP for a consultant to assist in assessing the need for and the process by which the association staffs an effort to build diversity in the applicant pool.
- Doing an RFP for advocacy support.
- Convening a meeting of all optometry schools and colleges during the 2019 World Council of Optometry meeting scheduled for October 23 – 28, 2019, in Orlando, Florida.

Other topics discussed included an update on advocacy issues, changes happening within the Department of Veterans Affairs, a new direction for the Inter-Organizational Communication and Collaboration Committee (IOCCC), updates about the National Board of Examiners in Optometry (NBEO), the prioritization of ASCO's strategic initiatives (part of the organization's new strategic plan), and the consideration of proposed changes to ASCO's Traffic Guidelines for Admissions.

The meeting was held on April 14, 2018, in Santa Barbara. The next meeting of the ASCO Board of Directors will be held on Tuesday, June 19th in Denver, Colorado.

ASCO Attends the USA Science & Engineering Festival for the First Time, Won't be the Last



ASCO participated in the 5th USA Science & Engineering Festival in Washington, DC on April 6-8 along with AOA and AOSA. The three optometric organizations had several hands-on activities that showed the importance of healthy eyes and the impact the profession of optometry has on people's lives.

The festival reported approximately **370,000 attendees**, including K-12 students and their teachers, families, government officials, and the press. **The goal of the festival is to** educate the public face-to-face about the wonders of Science, Technology, Engineering, and Mathematics (STEM) and showcase the special technological projects involving over 1,000 participating organizations.

ASCO and AOA hold joint meeting



The Board of Trustees of the American Optometric Association (AOA) and the Board of Directors the Association of Schools and Colleges of Optometry (ASCO) met last month in California to discuss critical issues facing both organizations. Led by ASCO President David Damari and AOA President Christopher Quinn, the meeting took place on Friday, April 13, 2018.

The agenda included a dialogue about how to cooperatively meet the need for broad-reaching marketing for the profession. Dr. Lewis Reich, President of SCO and Chairman of ASCO's Applicant Pool Task Force, and Dr. Robert Layman from the AOA Board, led a discussion about the recent decrease in student applications to optometry schools and colleges. Bob Bailey and Alex Angstrom from Truth Collective, a public relations firm engaged by ASCO, discussed plans for a completely revised approach to prospective student outreach, and Dr. Andrea Thau and Deirdre Middleton from AOA's staff shared recent results and plans for the *Think About Your Eyes* campaign.

Drs. William Reynolds and David Damari led a discussion about the obstacles and opportunities posed by the invention and use of new technologies in patient care. The group agreed that a research-based approach is needed to focus the use of new technologies on better patient outcomes.

The Boards also discussed how to address the education and training needs of both optometry students and current practitioners in a profession with an expanding scope of practice. A task force will be appointed with representatives from both associations to work on studying the questions associated with the issue and to develop a proposed course of action.

Other topics on the meeting agenda included the accreditation process for optometric continuing education, and the value of collaboration and education that takes place at joint meetings.

This year's joint meeting was the fourth that has happened in recent years. Typically, the Boards hold joint meetings every other year, with on-going dialogue happening in-between through joint meetings of Executive Committees, special joint task forces, joint staff discussions and regular meetings of the Inter-Organization Communication and Cooperation Committee of the Optometry Profession (IOCCC).

American Board of Optometry Waves July 2018 Examination Fee for Faculty Members



The American Board of Optometry (ABO) appreciates the passion and dedication to educating and training optometry students and helping them achieve their full potential. With precious little time and scarce resources, educators play a pivotal role in shaping their behaviors, philosophy, and commitment to practice. The ABO understands the significant impact educators have on the future of optometry, and would like to invite faculty members to participate in the ABO Board Certification (BC) program.

ABO is the only BC listed by the National Commission for Certifying Agencies approved by CMS for optometry because the process is “substantially equivalent” to that of the American Board of Medical Specialties (ABMS). Successful completion of the BC examination confers recognition as a Diplomate, which may be recognized as a clinical distinction at some institutions. In addition, with teaching, scholarship, patient care, and service as the most common areas for faculty merit, promotion and tenure, many of the duties performed as a faculty member also count as recognized activities in the MOC program. Activities such as serving as a reviewer or editor for courses and publications, presentations at schools or industry meetings and teaching students, all qualify for MOC credit.

Recognizing the critical role in optometric education, the ABO would like to extend an offer for all full-time faculty to take the July 2018 BC exam.

- The offer is only available to full-time faculty at ACOE accredited programs.
- ABO will waive the \$950 examination fee for the July 2018 exam.
- Faculty accepting this offer will agree to:

1) Complete a one-time survey following their completion of the examination. This survey will focus on exam content, format, preparation and testing environment.

2) Review and provide feedback on one Self-Assessment Module (SAM) or one Performance in Practice Module (PPM) prior to publication. New modules are published throughout the year and we ask that a review assignment be accepted once within three years of taking the exam.

- Those wishing to take advantage of this opportunity will need to apply online at americanboardofoptometry.org. There is a \$300 application fee and 150 hours of post-graduate requirements that must be met. Required hours can be met in various ways, including a recent residency, CE hours, fellowship, years in active clinical practice and various scholarly activities.
- Once approved to sit for the exam, the \$950 exam fee can be waived by contacting our Operations Director at 314-983-4234 or arwilhelm@abopt.org.
- Maintenance of certification is an annual requirement at a cost of \$225, which includes ongoing portal access and the annual SAM or PPM - <http://americanboardofoptometry.org/board-certification/maintain-certification/>
- Registration and scheduling for the July exam is now open.

A well-structured board certification program has put optometrists on par with our ABMS colleagues and is becoming increasingly recognized by employers, third-party payers and the public as a necessary credential. ABO's intent is to work together with ASCO to educate and prepare future ODs and then provide them with a path to continue that learning throughout their professional career.

To learn more about this opportunity, please email info@abopt.org.

4th Future Faculty Program Proves to Be a Success



ASCO held its fourth biennial Future Faculty Program (FFP) on April 20-22, 2018 in Dallas, Texas. This year's program was co-chaired by Dr. Joan Portello, Associate Professor at SUNY, State College of Optometry, and Dr. Jeffrey Walline, Associate Dean for Research at The Ohio State University College of Optometry.

The program was attended by twenty participants from fourteen schools and colleges of optometry. 100 percent of the program attendees stated that the program met or exceeded their expectations.

A few comments from attendees were:

"I expected this program would be beneficial, but the organization really helped to hold attention and the topics really covered a lot of questions I hoped would be addressed. I expected that the interviewing and job search topics would not hold my attention as well because I had already signed a contract. However, the opposite was true. The information was very valuable and so pertinent to effective communication. It brought up topics to be considered in a long term plan as well. Thank you for everything!"

"I really didn't know what the program would be like coming in, and you all answered so many questions I didn't even know I had. I am amazed at how much I learned, and so excited to utilize this information as a new faculty member this year. Thank you, thank you, thank you!"

The purpose of the program 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 is comprised of formal presentations, workshops and shared activities in the areas of teaching and learning, academic culture, and professional development. Each attendee developed a long-term career plan with specific goals, objectives and action strategies through the mentoring program.

ASCO would like to express its appreciation to Walmart and Sam's Club for being the sole contributor to the program.

For more information on the Future Faculty Program, contact ASCO's Director of Meetings and Special Interest Groups, Ms. LaShawn Sidbury, CMP, at lsidbury@opted.org or (301) 231-5944 ext. 3012.

Walmart News

Student Internships Available

Walmart is accepting applications 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 flexible 10-week hands-on training program takes place during the summer between first and second year. It 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 internship may extend beyond the summer and is open to first- through fourth-year students who wish to participate on weekends and during academic breaks. Start and end dates are flexible to accommodate the interns' school curriculum timelines.

Interested students should contact Maritza Fernandez at 479-204-4603 [via e-mail Maritza.fernandez@walmart.com](mailto:Maritza.fernandez@walmart.com).

Volk News

Volk Optical Expands Leadership Team with New Vice President Appointment

Utkarsh Sharma, PhD joins Volk as Vice President of Product Development and Strategic Marketing



Volk Optical (www.volk.com) has appointed Utkarsh Sharma, PhD Vice President of Product Development and Strategic Marketing.

In this new role, Dr. Sharma will lead product development for Volk's entire range of ophthalmic products. This includes accelerating development of advanced diagnostic, surgical and imaging products that fulfil unmet needs in the vision space, as well as sustaining and improving existing products. The company's products include a full line of reusable and single-use diagnostic and surgical lenses and portable diagnostic ophthalmic imaging systems. Dr. Sharma will contribute to the company's strategic plan as a member of Volk's executive leadership team and board of directors.

Dr. Sharma brings to Volk extensive experience in product development, management and commercialization of ophthalmic imaging systems. Most recently, he served as Director of Optovue's Advanced Development Team, leading the design and commercial launch of numerous ophthalmic diagnostic products. Prior to Optovue, Dr. Sharma was a Project Team Leader and Scientist at Carl Zeiss Meditec, where he led the development of the first FDA approved OCT Angiography (OCTA) technology.

In addition to his industry experience, Dr. Sharma spent time in academia as a Postdoctoral Research Fellow at both Harvard Medical School (Boston, Mass.) and the University of Illinois (Urbana, Ill.). He earned a B.S. in Engineering Physics from the Indian Institute of Technology (Bombay, India), and an M.S. and Ph.D. in Electrical and Computer Engineering from Johns Hopkins University (Baltimore, Md.). Dr. Sharma holds 15 patents in medical imaging, applications, optics and lasers. He was recently awarded the prestigious SPIE Early Career Achievement Award for his pioneering contributions to ophthalmic imaging devices.

RevolutionEHR News

Rev360 Announces Image Management Service for RevolutionEHR Users Image Management Enabled within RevolutionEHR



Rev360, the eye care software and business services company that serves practices centered on RevolutionEHR, is pleased to announce the launch of RevImaging, an image management service built for and enabled directly within RevolutionEHR. RevImaging provides a completely unified, efficient, feature rich image management experience for better disease progression monitoring, decision making and overall patient care experiences.

Unique to RevImaging is the efficiency that comes from centralized image management. Simultaneous viewing from a wide array of devices provides a seamless experience for reviewing patient images regardless of the origin of the image.

Since RevImaging is enabled within RevolutionEHR, it comes with all of the same cloud-based software advantages:

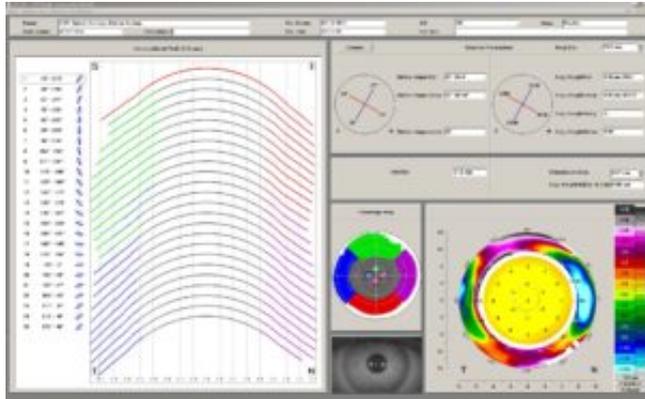
- Access to images from anywhere
- No need for additional hardware or servers to store images
- No need for networking of devices in your office

For more information about RevImaging visit <https://www.rev-360.com/revImaging/>

Oculus News

Go beyond the cornea!

New Cornea Scleral Profile Report: Now available for Pentacam®



The sagittal height, needed for scleral lens fitting, can now be measured with the Pentacam®. 250 images at coverage up to 18 mm are taken. All images are taken during the CSP scan at the same visual axis and no necessary eye movements are required. Also all usual Pentacam® data are measured and afterwards populated into the displays you have come to know so well. As known from the regular Pentacam® 3D scan, the CSP scan is also a tear film independent measurement with automatic release. This means that the values from the CSP Report are as reproducible as that one normally measured with Pentacam®. A link to external fitting software for scleral lenses is also available.

Luxottica News

Luxottica Launches Website to Support ODs on their Career Path

Luxottica launched a new website dedicated to helping current and future optometrists implement their vision into practice. The site, www.LuxotticaEyeCare.Luxottica.com, provides knowledge and industry know-how to help support their career path and goals.

This external site is designed to present the myriad of options that graduating ODs have today in an effort to dispel the myth that they must choose between private practice and corporate optometry. From franchise opportunities, independent practice opportunities and employed opportunities within Luxottica's optical retail brands, the site guides ODs to career paths that are most likely to fit their personal and professional goals. Luxottica's optical retail brands include LensCrafters, LensCrafters At Macy's, Pearl Vision, Target Optical and Sears Optical.

The site also shares stories of helping the larger community through OneSight clinics and introduces new and future optometrists to essential business skills through eyeFWD, an OD development program. The inclusion of eyeFWD builds off the success of the 2017 inaugural program for students that shared best business practices to help them build and grow a successful practice.

"At Luxottica, your vision is our vision," explains Melissa Day, Senior Director for Eye Care communications and marketing. "When visiting the website, we hope doctors and future doctors will engage and choose to join our collective force of optometrists who are changing the way the world sees."

The new design highlights current Luxottica ODs and gives a nod to the quality of care they provide and the expertise they bring to the business of eye care. The site introduces optometrists to senior Eye Care team members, many of them ODs, who are leading initiatives to strengthen Luxottica-affiliated doctor programs and practices through education, regional networking events and coordinated onboarding efforts.

The external site will host a newly created tool that takes doctors through a short series of questions that help clarify the practice modality that best fits their personal and professional goals. The tool gives viable options for new and experienced ODs taking into account experience, management styles and debt levels.

A second phase that includes an internal version site has launched and allows Luxottica-affiliated doctors to complete business such as monthly reports, contact lens trials and online CE credits. The secure login gives doctors access to news and resources that support patient care and experience, practice management and business building.

Luxottica Announces Winners of OWA Scholarship

Luxottica announces the award of one-year memberships to the Optical Women's Association (OWA) for twenty-two female optometry students who exhibit traits valued by the profession of optometry. Students completed an application and essay. Scholarship eligibility was limited to students in their 3rd or 4th year of optometry school.

"Supporting the future of our profession by helping connect student leaders with industry standouts elevates us all," says Jason Singh, OD, Chief Medical Officer and Vice President of Eye Care at Luxottica Retail North America. "The energy and talent these students bring to their academic and clinical experience set them apart as true leaders."

The OWA supports its membership by providing mentoring and outreach opportunities, professional and social networking, a forum for the exchange of ideas and information among all levels of the industry, and by raising awareness of women's roles in the optical industry.

Deb Bulken, Sales Director (Eastern Region) for Luxottica and an OWA board member, joined the OWA in 2011. "I love having the opportunity to engage with like-minded women, who see the potential in all women in our industry, to engage through continuous learning and networking to become the best leaders they can be," she says.

Winner List

Tara Mahvelati, '19, State University of New York - State College of Optometry

Elkie Fung, '19, State University of New York - State College of Optometry

Yohanna Emun, '19, State University of New York - State College of Optometry

Tara Damani, '19, State University of New York - State College of Optometry

Maciel Cruz, '19, Massachusetts College of Pharmacy and Health Sciences - School of Optometry

Tehreem Khan, '19, Massachusetts College of Pharmacy and Health Sciences - School of Optometry

Mallory Scrimger, '19, Illinois College of Optometry

Lauren Yoon, '18, Illinois College of Optometry

Allison Guindon, '19, Salus University Pennsylvania School of Optometry

Katherine Funari, '18, Salus University Pennsylvania School of Optometry

Valerie Tran, '18, University of California-Berkeley, School of Optometry

Ece Turhal, '18, University of California-Berkeley, School of Optometry

Carly Hyshka, '18, Pacific University College of Optometry

Alexa Ives, '19, Pacific University College of Optometry

Shannon Koenders, '18, University of the Incarnate Word - Rosenberg School of Optometry

Alexandra Wiechmann, '19, University of the Incarnate Word - Rosenberg School of Optometry

Amy Henderson, '18, University of Alabama at Birmingham - School of Optometry

Ariel Pschaidl, '19, Michigan College of Optometry at Ferris State University

Shazia Karim, '19, University of Houston - College of Optometry

Marielle Blumenthaler, '19, The Ohio State University - School of Optometry

Sarai Williams, '19, Southern College of Optometry

Jaelyn Chang, '19, University of Waterloo School of Optometry

Inaugural eyeFWD Opens Eyes to Opportunity

Top OD students from more than a dozen schools completed the inaugural eyeFWD program, an initiative of Luxottica Retail's Eye Care Division, in October. The immersive 5-day OD development curriculum provides resources, both real-life and data-driven, to those interested in gaining a broader understanding on how to build and maintain a successful practice upon graduation.

The idea of eyeFWD came after students expressed to the Eye Care team their desire to learn more about the business of eye care. Students feel confident in their ability to provide quality care to patients but say they feel unprepared for the business aspect of building a practice.

"EyeFWD has been an awesome experience! We have learned so much about how to be successful balancing patient care and running a business. This has made me push myself and those around me to create new ideas and business concepts," says Kate Hamm '19 from University of Missouri at St. Louis-College of Optometry.

Industry experts shared information in manageable, easy-to-digest sessions on vision insurance, real estate, operations, marketing, hiring, coaching and patient experience (among other things). The week allowed for extended work sessions to build out a draft proforma, a financial blueprint for business. Students will continue to fine-tune their proforma when they

return home.

Throughout the week, there were opportunities for students to connect with experienced ODs who answered questions and gave real-life perspective.

“Our goal is to connect students with working ODs and foster mentor relationships as well as educate,” says Jason Singh, O.D., Chief Medical Officer and Vice President of Eye Care of Luxottica Retail North America. “Knowledge here will help students find personal fulfillment and professional respect in the practice they build after graduation.”

“The eyeFWD program gives you the chance to learn from current leaders in the field of optometry as well as the opportunity to network with the brightest student leaders from schools all over the country,” says Bryan Williams '18 from University of Houston College of Optometry.

Student and mentor feedback will be used to continue to build out the program for future use. Options to expand the program are being explored.

Hoya News

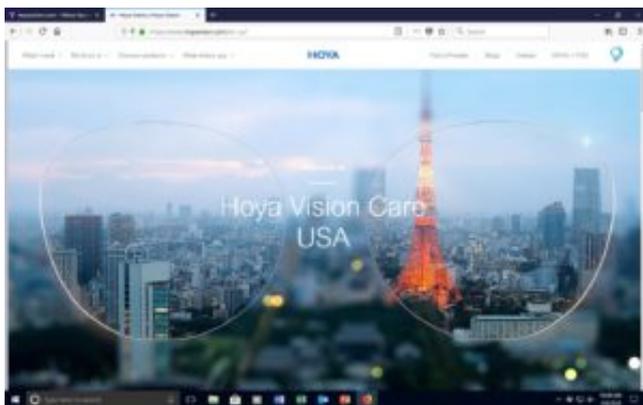
Hoya Blue Light White Paper Available



In an effort to clear up confusion around the performance of blue light filtration products, Hoya spent the past several months combing published peer-reviewed research to develop new tools that help independent practices know fact from fiction. The white paper, *“What We Know – And Don’t Know – About Blue Light: Evidence-based Guidelines for Recommending Blue Light Filtration for Your Patients,”* and accompanying tools have been released to the market today. Visit <http://info.hoyavision.com/us-blue-light-white-paper> for more.

New Global hoyavision.com Connects Patients and Eye Care Providers Jargon-Free Web Site Makes Lens Technology Easy to Understand

HOYA Vision Care’s Global Brand Focused New Website Hoyavision.com Makes Lens Technology Easy for Patients and Eye Care Professionals



People today first go to the Internet when they need assistance and they search using plain problem/solution based words and phrases. The new hoyavision.com is written in plain simple sentences so the average person visiting the site can understand the features and benefits of HOYA’s lens designs, materials and treatments. ECPs can get connected with their local representative and patients can get connected with an eye care provider in their zip code.

“This is an exciting time for HOYA,” said Barney Dougher, President of HOYA Vision Care, North America. “We’re growing as an international company and brand, yet the new web site offers functionality at the local level that helps us stay connected and relevant to our customers.”

Whether you want to know how to clean your eye glasses cleaning cloth or the research behind HOYA's latest product launch, HOYA's new blog content is written by experts in that field. Eye care providers are offered product technology, practice development and other content that is geared toward helping them build their business and differentiate their brand. Independent practices are encouraged to use the advice to develop alternative strategies to BOGOs, two-pair-for-\$99, and other downward spiral pricing tactics.

The new hoyavision.com has been translated into more than 40 languages. Each country or region has the ability to customize their content and blog posts for the needs of their market all while staying within the global brand standards and contributing to the maximization of HOYA's global presence online.

"The most important thing to me as an active practitioner is that HOYA is using their resources to support my practice," said Dr. Thomas Gosling, owner of a private practice in Colorado and member of HOYA's advisory panel. He continued, "It is great to know that patients seeking practical advice on eye glasses can rely on HOYA and then they can enter their zip code and find my practice. I've been asked to contribute several articles to the blog targeted to my fellow practitioners with the goal of keeping the message simple and offering practical advice that can be implemented. So far the feedback has been very positive!"

Explore the resources on the all new www.hoyavision.com.

Diopsys News

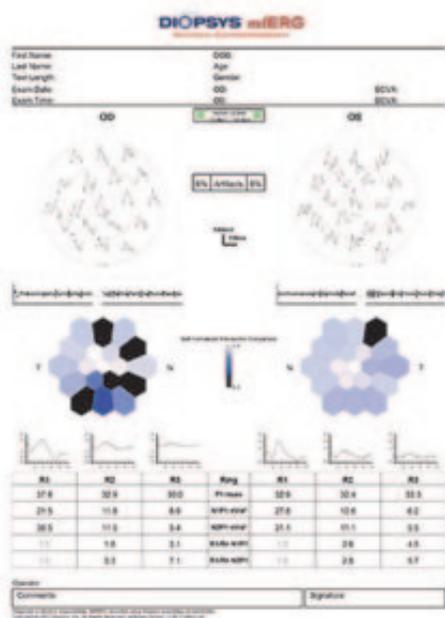
Diopsys Introduces the Latest in Electrophysiology Testing At ASCRS

RETINA PLUS and multifocal electroretinography (mfERG) will offer eye care experts access to powerful new tools for understanding the health of the retina

Diopsys Inc, the world leader in modern visual electrophysiology, is announcing the latest advancements in visual electrophysiology testing for the ophthalmic practice.

Diopsys unveiled two new additions to its portfolio at the American Society of Cataract and Refractive Surgery (ASCRS) meeting: the [Diopsys® RETINA PLUS™](#), the most advanced flicker electroretinography (ERG) system, scalable to create a complete visual electrophysiology suite; and a [multifocal electroretinography \(mfERG\)](#) module for use with Diopsys® NOVA™, Diopsys® ARGOS™, or the new RETINA PLUS™ platforms. The additions will add powerful new tools to help eye care specialists gather objective, quantifiable information about the function of the retina.

Diopsys® RETINA PLUS™ is a carry-case sized device that offers clinicians a more convenient way to conduct flicker ERG testing, with the added ability to scale the system to a full visual electrophysiology suite, including multifocal, flash, and pattern ERG, as well as visual evoked potential (VEP). The new device complements existing cart-based (Diopsys® NOVA™) and tabletop (Diopsys® ARGOS™) systems in a [robust portfolio of testing platforms](#) intended to provide clinics of all sizes access to visual electrophysiology testing.



Diopsys® mfERG is a [test of localized retinal function](#), which measures the electrophysiological activity of individual regions within the retina that span the central 42°. The test records responses primarily from bipolar cells combined with contributions from photoreceptor cells.¹ With capability to detect retinal functional losses due to maculopathies, mfERG has several applications in eye care. The American Academy of Ophthalmology (AAO) recommends the use of mfERG for chloroquine (CQ) and hydroxychloroquine (HCQ) retinopathy screening.²

“Electrophysiology testing is a proven and well-established mechanism for understanding the functional status of the retina with myriad applications in eye care. ERG has a role across the continuum of care, from establishing a diagnosis to following patients over time to determine response to treatment. These latest offerings from Diopsys reaffirm the company’s commitment to providing eye care specialists with accessible, intuitive testing platforms for monitoring the health of the retina,” said William E. Sponsel, MD.

1. Chan HH, Ng YF, Chu PH. Applications of the multifocal electroretinogram in the detection of glaucoma. Clin Exp

Optom. 2011;94:247-58.

2. Marmor, Michael F. et al. Recommendations on Screening for Chloroquine and Hydroxychloroquine Retinopathy (2016 Revision). Ophthalmology. 2016; 123: 1386 – 1394

Diabetic Retinopathy Management: An Advanced Approach

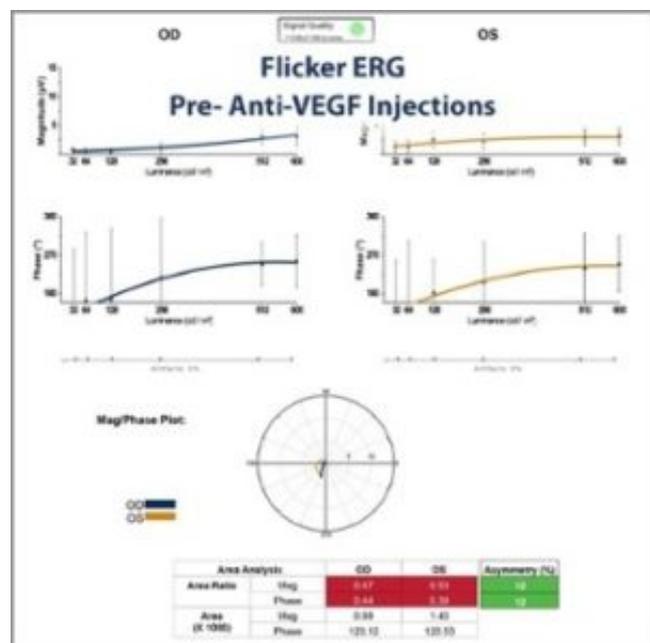
Patients with diabetic retinopathy can present difficult clinical questions, even to the most experienced experts. Whether and when to administer treatment and how to gauge effectiveness are topics that have been front and center in eye care for a long time. More fundamentally, understanding precisely how the disease is affecting the health of the eye has proven challenging, because while measurements like vision loss signify disease progression, visual acuity recovery after treatment does not necessarily correlate with improvement in underlying structure and function.

Structural Diagnostics

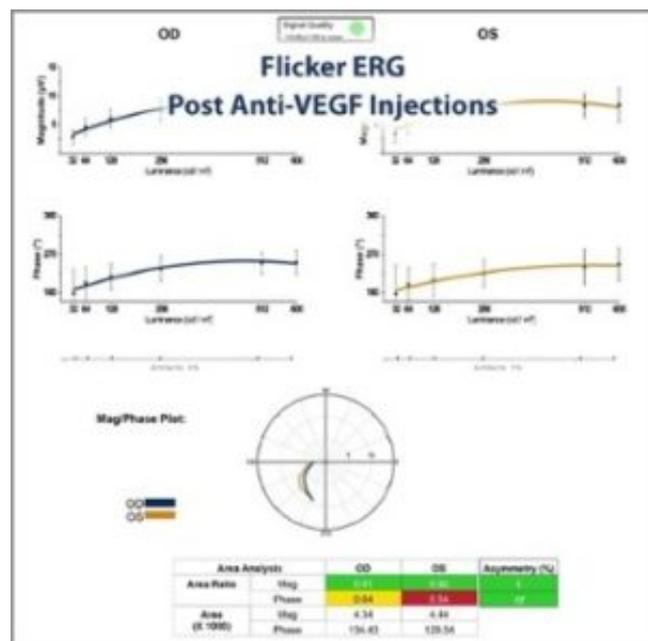
Structural diagnostic testing used to track diabetic retinopathy, such as OCT and fundus photography, have a defined role in understanding how a patient’s retina is being affected. Over time, serial imaging can demonstrate progression; in the context of diabetic macular edema, it can also show the degree of swelling and areas being affected. After treatment, OCT can depict resolution of swelling and other clinical findings that often correlate with improvement in vision—but this still provides little information about whether the retina is functioning or recovering properly.

Modern Diagnostics

Another form of diagnostic testing, full field electroretinography (ffERG), provides objective information on retinal function loss and recovery—data that is integral to the ability to stage the disease, understand the appropriate treatment for your patients and clinical endpoints, and titrate treatment to make sure they are receiving the best medical care.¹⁻⁶



[Flicker ERG](#) (a step of the standard ISCEV ffERG that flashes at ? 30Hz) provides objective information about the function of the cones that is relevant across the spectrum of diabetic retinopathy. By measuring the summed electrical responses of cone cells within the retina to a flash stimulus from a hand-held mini-ganzfeld, flicker ERG can help identify early pathologic changes that precede disease progression or loss of vision.⁴ In later disease states, flicker ERG demonstrates the viability of retinal cells, allowing doctors to evaluate the level of retinal dysfunction, and, in turn, classify the severity of ischemia in eyes with diabetic retinopathy.¹⁻⁵ In advanced or unresponsive cases, information from these electrodiagnostic tests can be relevant when considering switching therapy options.



Some of the greatest challenges in [diabetic retinopathy](#) surround treatment choices, and this may be where flicker ERG is of greatest benefit, as the test is an indicator of who is at risk for progression, how likely a patient is to respond to treatment, and whether function has been lost or recovered in response to treatment.¹⁻⁶

Conclusion:

When it comes to managing diseases of the human eye, the availability of crucial information about the health of visual function can make all the difference in the outcome. For the estimated 30 million Americans living with diabetes—about 7.7 million of whom have some form of diabetic retinopathy and almost all of whom will develop ocular manifestations of diabetes in their lifetime⁷⁻⁸—the ability to detect diabetic retinopathy and target and adjust treatment over time means saving vision.

The dependability and reproducibility⁹⁻¹⁰ of Diopsys flicker ERG test results fosters improved ability to make crucial clinical decisions that may preserve the health of the eye. And thus, the objective, functional information that flicker ERG provides places you ahead of systemic manifestations on vision and reduces the risk of under or overtreatment to make sure your patients are receiving the best medical care.

1. Bresnick GH, Palta M. Temporal aspects of the electroretinogram in diabetic retinopathy. *Arch Ophthalmol.* 1987;105:660-664.
2. Holopigian K, Greenstein VC, Seiple W, Hood DC, Carr RE. Evidence for photoreceptor changes in patients with diabetic retinopathy. *Invest Ophthalmol Vis Sci.* 1997;38:2355-65.
3. Kim SH, Lee SH, Bae JY, Cho JH, Kang YS. Electroretinographic evaluation in adult diabetics. *Doc Ophthalmol.* 1997-1998;94:201-13.
4. Pescosolido N, Barbato A, Stefanucci A, Buomprisco G. Role of Electrophysiology in the Early Diagnosis and Follow-Up of Diabetic Retinopathy. *J Diabetes Res;*2015:319692.
5. Tzekov R, Arden GB. The Electroretinogram in Diabetic Retinopathy. *Surv Ophthalmol* 1999, 44:53-60.
6. Holm K, Schroeder M, Lövestam Adrian M. Peripheral retinal function assessed with 30-Hz flicker seems to improve after treatment with Lucentis in patients with diabetic macular oedema. *Doc Ophthalmol.* 2015;131:43-51.
7. Centers for Disease Control and Prevention (CDC). National Diabetes Statistics Report, 2017. Estimates of Diabetes and Its Burden in the United States.
8. Prevent Blindness America. Vision Problems in the U.S. Prevalence of Adult Vision Impairment and Age-Related Eye Disease in America. 2012. <http://www.visionproblemsus.org/>. Accessed Jan 29 2018.
9. Lam, D, et al. Evaluation of a Disposable Skin Electrode for Flash Electroretinograms (ERGs). In: Academy 2015 New Orleans. Program Number: 155190
10. Resende, A, et al. Repeatability of Steady-State Pattern Electroretinogram and Full-Field Electroretinogram using a

novel office-based testing platform in normal subject. In: ARVO Annual Meeting. Investigative Ophthalmology & Visual Science September 2016, Vol.57, 3949.

CooperVision News

CooperVision Introduces its 2018 Best Practices Honorees

Third Class of Honorees Set to Collaborate and Leverage Their Leadership in Optometry to Address a Challenge to the Profession

From every corner of the country, practices big and small submitted their stories of excellence in eye care, sharing the innovation, business momentum, patient experience, and culture that set them apart. [CooperVision, Inc.](#) announced that 10 of these eye care practices have been chosen as its 2018 *Best Practices*.

Now in its third year, CooperVision's *Best Practices* program seeks to recognize and celebrate practices whose visionary, innovative and unexpected aspects of care delivery lead to exceptional patient care and the elevation of the profession.

This year's honorees are:

- **Doctor My Eyes – Scottsdale, Ariz.**

Founded in 1985, Doctor My Eyes is built on relationships. The practice motto is “where modern technology meets old-fashioned care,” and for 32 years, Stephen Cohen, OD, has cared for patients who have become like extended members of his family. Dr. Cohen has long been an early adopter of new technology. For example, because Doctor My Eyes has a large specialty contact lens practice, it was the first to be certified in Arizona to do CRT after it received FDA approval. But despite Dr. Cohen's pride in his ongoing investments in technology, there is one area in which he plans to be the last person standing: he refuses to “upgrade” to an automated phone system! Dr. Cohen views optometry as a service field, and believes that patients should always reach a person when they call. To ensure they are continuously working to improve, Dr. Cohen and his team seek feedback from everyone, including patients, reps, and each other. He encourages his staff to “strive for perfection and pray we never get there,” knowing that once a practice has “arrived,” it settles into complacency, while he would rather continue to improve. Dr. Cohen has been actively involved in the profession of optometry, welcoming students into his practice, lecturing, and holding various board positions over the years. In 2011, he became the first optometrist to serve on the national board of the Sjogren's Syndrome Foundation, and is currently serving as the first OD Chairman of the National Board.

- **J. Micetich, OD & Associates Family Eye Care Center – Coal City, Ill.**

Located in a small rural town in central Illinois, J. Micetich, OD & Associates Family Eye Care Center operates on the foundation that all patients deserve comprehensive, high-quality, honest eye care. Jonathan Micetich, OD, believes in the value of thoroughly incorporating technology into the exam process, noting that it makes a great educational tool for patients. From the waiting area to the pre-testing rooms, from the exam rooms to the optical, the practice has invested in the most advanced technology to deliver the best possible patient experience. All new patients are offered a complimentary retinal wellness screening with the OCT and Optos Retinal Camera. Patients often remark, “My last eye doctor didn't do half of the things you do here!” Family Eye Care Center focuses heavily on the total health of its patients. One of Dr. Micetich's associates, Nicholas Rutkowski, OD, also makes sure the practice brings this mentality to every patient interaction, which has led to a steadfast reputation and a continuous flow of new patients. Dr. Micetich believes that ultimately, caring for the community is the key to their success. The practice looks for every opportunity to give back. For example, during the holidays, patients are encouraged to nominate those in need of eye care for the “Operation Christmas Sight” program, which results in free eye exams, glasses, and/or a year supply of contact lenses.

- **Highlands Ranch Optical – Highlands Ranch, Co.**

If there is one word to describe Highlands Ranch Optical, it is “passion,” says Jeff Ward, OD. Since establishing the practice in 2004, Dr. Ward has built a culture in which doctors and staff are passionate—about the specialties they offer, the relationships they form with patients, the instruments they utilize, the eye wear they sell, and the personal growth they all achieve. With the rate of myopia in the U.S. increasing more than 66% over the past 30 years, Dr. Ward is a myopia management enthusiast. Having practiced orthokeratology for more than a decade, he has seen first-hand the benefits of slowing or even halting myopia progression. To maintain satisfied patients, Dr. Ward believes in making substantial reinvestments into his practice. Two years ago, Highlands Ranch Optical moved offices, nearly tripling its square footage, and went from a standard-looking medical office to creating a unique, appealing atmosphere. The extra space has allowed for expansion of the practice's services. Recently, Dr. Ward opened the Neuro-Optometric Institute of the Rockies. Housed under the same roof as Highlands Ranch Optical, this separate clinic provides sports vision and vision therapy services. Soon, it will also be providing vision rehabilitation for patients who have suffered traumatic

brain injuries.

- **The Koetting Associates – St. Louis, Mo.**

The Koetting Associates is an independent optometry practice with deep roots in St. Louis. Felix Koetting, OD, first founded the practice in 1921, and was joined in practice by his son, Robert Koetting, OD, in 1947. Robert became very intrigued by the potential of contact lenses, and in 1961, he began a practice exclusive to contacts. In 1982, Carmen Castellano, OD, joined Dr. Koetting, and purchased the practice four years later. Today, the practice continues the tradition of providing quality comprehensive care with a strong emphasis on contact lenses. Dr. Castellano has also maintained the tradition of the family practice, as his two sons—Joseph Castellano, OD, and Nicholas Castellano, OD—joined him in 2011 and 2016, respectively. As a leader in contact lenses, The Koetting Associates has participated in research studies that investigate a variety of contact lens materials, designs, and care products, which has enabled the practice to stay on the leading edge of contact lens technology. In addition to touching the lives of thousands of patients, the practice has also helped influence the careers of hundreds of optometry students, as it has welcomed optometric externs regularly over the past 25 years.

- **Livermore Optometry Group – Livermore, Calif.**

For more than 70 years, Livermore Optometry Group has been a leader in eye care and health care in the San Francisco Bay Area. Now with seven doctors and 35 staff members, the practice is known for its ability to provide exceptional eye care services and patient experiences. Its core culture is to “Just Say Yes” to patients and staff. Livermore Optometry Group is led by Clark Abramson, OD, Steven Faith, OD, and Shawna Kuntz, OD, and utilizes every clinical technology available to the contemporary eye care practice. The practice has a complete on-site VSP certified ophthalmic finishing lab so that it can process its own private and VSP prescriptions, and its contact lens clinic is capable of modifying RGP lenses on site, enabling faster completion times and total control over the quality of the products dispensed. And it is one of only a handful of independent optometric practices in the Bay Area that provides complete low vision services. Livermore Optometry Group is a certified ImPACT (Immediate Post-Concussion Assessment and Cognitive Test) Center, and has donated the baseline tests to the two local high schools’ athletic programs. The doctors are currently working with Stanford University and ValleyCare Hospital to develop a local concussion center to advance the knowledge and care for concussed patients and their families.

- **Norwalk Eye Care – Norwalk, Conn.**

Jennifer Stewart, OD, and Mark Feder, OD, truly love optometry. They love going to work each day, and consider their patients family. The culture at Norwalk Eye Care—founded in 1985—is built around that feeling, as the practice aims to deliver top-notch, warm, friendly service with high-tech diagnostics. Norwalk Eye Care recently moved from its 1,100 sq. ft. home of 20+ years to a brand new, 3,400 sq. ft. space. By doing so, it now has five exam lanes, double the optical and pretest space, and was able to add new technology, in addition to the new equipment Dr. Stewart and Dr. Feder purchase each year. The office expansion has also allowed them to add two part-time associate doctors, one of which is Dr. Feder’s daughter. They have also been able to utilize scribes in the exam rooms, giving the doctors more face time with patients, with less typing, which contributes to the practice’s high-touch patient experience. At Norwalk Eye Care, the doctors choose the most advanced technology that is best for their patients, and as a result, they fit more than 85% of their patients in 1-day contact lenses. Last year, Dr. Stewart also established Performance 20/20 in Stamford, Conn., one of the only standalone sports and performance vision practices in the country. She regularly consults with optometrists and practice owners about bringing these tools to their practices.

- **Personal Eyecare – Sylvania, Ohio**

Roxanna Potter, OD, wants patients to know that her practice, Personal Eyecare, is true to its name. Established in 2008, the practice provides primary eye care to patients of all ages, but Dr. Potter specializes in cornea and contact lenses, including scleral lenses and orthokeratology, as well as dry eye treatment and macular degeneration prevention. With growing competition in automation and online vision services and products, Dr. Potter sees Personal Eyecare thriving by offering services that are not easily found elsewhere. From the newest in digital progressive designs to specialty contact lens fittings, she works to offer new, advanced eye care options to every patient. Although Dr. Potter invests heavily in advanced technology, she still believes it is the practice’s personal, community, and family-focused atmosphere that keeps patients coming back. As an example, every child under the age of 5 receives a copy of *The Eye Book* by Dr. Seuss with Personal Eyecare’s information stamped inside. And at the end of every pediatric eye exam, Dr. Potter writes “prescriptions” for ice cream that can be fulfilled (free for the patient) at the ice cream shop next door.

- **Pinnacle Eye Associates, P.A. – McKinney, Texas**

Since founding Pinnacle Eye Associates in 2003, Carrie Alfieri, OD, has inspired everyone at the practice to work toward a shared mission: to exceed patients’ expectations, inspire confidence through education, and foster excellence in vision care services and products by remaining at the technological forefront of eye care. An industry consultant once said, “Dr. Alfieri will not settle for the status quo... she doesn’t just have out-of-the-box ideas, she implements

[them].” As a member of two national mastermind groups and leader of a local study group, Dr. Alfieri continuously strives to push the boundaries of not only Pinnacle Eye Associates, but of optometry. Walk into the practice and you’ll find there are no phones at the front desk, creating a concierge atmosphere for patients. Technology, systems, and processes are in place to maximize efficiency, office flow, and the patient focused experience. For staff, the office is not policy driven; instead, the team is empowered to give patients what they would want to receive. Dr. Alfieri fosters a fun and motivational work culture, where staff members award each other for going above and beyond. Pinnacle Eye Associates has been voted “Best Optometrist of McKinney” ten times by the community, selected as McKinney’s 2018 “Small Business of the Year” and Dr. Alfieri has twice been named to the Top 25 Women in Business in McKinney.

- **Vision Optique – Houston, Texas**

Founded in 1999, Vision Optique is a private optometric practice in Houston, Texas that features an innovative high-end optical, an advanced contact lens practice, and a comprehensive ocular health center. Led by Bridgitte Shen Lee, OD, the practice’s co-founder, along with her partner Brad S. Owens, OD, Vision Optique focuses on giving patients an exceptional experience from start to finish. All necessary paperwork and insurance pre-authorizations are taken care of prior to appointments so that when patients—Vision Optique’s “guests”—enter the practice, they are greeted with a warm smile, complimentary Wi-Fi, and a stylish, browser-friendly optical. Vision Optique is quick to adopt the latest innovations in eye care and eye wear technology. Doctors prescribe premium contact lenses and the highest quality spectacles, and educate patients on why these products are superior. Vision Optique’s opticians utilize a virtual reality/augmented reality device to simulate a patient’s vision with the prescribed lens solution, and also use digital lens measuring technology. The practice fits more than 77% of its patients in 1-day contact lenses, and is a leader in visual anti-aging solutions, digital eye fatigue education and prevention, and dry eye disease management. Dr. Shen Lee serves as an advisor on various eye care boards for companies on the topics of ocular health, lens innovations, health care social media, and anti-aging eye care.

- **Vision Professionals – Columbus, Ohio**

Vision Professionals was established in 1974, but Christopher Smiley, OD, purchased the two-location practice immediately after graduating optometry school in 2001. Since then, he has grown the contact lens specialty practice to become a referral center in the region, where he and his colleagues see four to five irregular cornea fits per day. It is not uncommon for patients to drive two or more hours to be seen at Vision Professionals, as Dr. Smiley is able to fit patients who haven’t been successful anywhere else. The practice works hard to advance contact lens patient care by transitioning as many patients as possible into 1-day contact lenses and to figure out how to keep patients comfortable in contact lenses longer in their lives. Dr. Smiley utilizes tracking and analysis of key performance indicators to ensure the practice is run as efficiently and effectively as possible. Vision Professionals has a mantra: “There are no amateurs here!” The team believes in excellence from the moment of first contact with a patient, to when they bid a fond farewell.

“We are proud to publicly congratulate and formally introduce our newest *Best Practices* honorees,” said Michele Andrews, OD, Senior Director of Professional and Academic Affairs, North America, CooperVision. “Over the last three years, this program has uncovered some of the nation’s most impressive eye care practices—some more prominent, but others who have truly been hidden gems. We continue to be humbled by the opportunity to get to know and partner with these eye doctors, and look forward to sharing their stories.”

New this year, the *Best Practices* honorees will collaborate to tackle a challenge facing the industry, working together in the coming months to conduct research, collect ideas, put together recommendations, and present them to their peers in optometry. CooperVision and the *Best Practices* honorees will share their progress throughout the process.

“This collaboration is an exciting addition to the *Best Practices* program,” said Dr. Andrews. “Through our ongoing partnership with practitioners across the country, we have identified trends and challenges facing today’s eye care practices. *Best Practices* is largely about recognizing practices that have found ways to succeed in spite of all of that. These honorees are some of the brightest minds in our industry, and we believe that providing them the resources to collectively tackle these issues will be a valuable opportunity to advance the profession.”

All U.S. optometry practices currently fitting contact lenses were eligible for consideration in Fall 2017. Candidates were evaluated and honorees were selected by a panel of judges including past *Best Practices* honorees, industry experts, and CooperVision leaders. A full list of judges is available at www.eyecarebestpractices.com/applying. Evaluation was based on insights and experiences shared about the practices’ innovation, patient experience, and business culture.

The 2018 *Best Practices* honorees will be broadly recognized throughout the year, and are invited to attend an educational meeting hosted by CooperVision in April.

CooperVision will open 2019 *Best Practices* submissions in the fall. The *Best Practices* program is an annual event, and part of CooperVision's commitment to showcasing the dedication of eye care practitioners to their patients and communities. To stay up to date on this program and learn more about this year's honorees, visit www.eyecarebestpractices.com and follow the initiative on [Facebook](#) and on [Twitter](#).

CooperVision Announces Availability of New MyDay® toric in Plus Powers

Addition of +0.50DS to +6.00DS Enables Eye Care Professionals to Fit More Patients in CooperVision's Premium Silicone Hydrogel 1-Day Toric Lens

At Vision Expo East in New York, [CooperVision, Inc.](#) announced the addition of plus powers to its MyDay® toric daily disposable contact lens family. The expanded parameters, which include +0.50DS to +6.00DS in 0.50D steps, will be available on April 2.

"The depth and breadth of CooperVision's contact lens portfolio remains unmatched in the industry," said Michele Andrews, Senior Director of Professional and Academic Affairs, North America, CooperVision. "We are committed to helping eye care professionals meet the needs of every patient by providing a lens for virtually any eye. MyDay® toric is a groundbreaking new lens, and the availability of plus powers enables practitioners to deliver those benefits to an even greater number of wearers."

First introduced in January, CooperVision's MyDay toric lenses combine the proven design features of Biofinity® toric with the premium silicone hydrogel 1-day material of MyDay®. This revered toric technology, called Optimized Toric Lens Geometry™, provides uniform horizontal ISO thickness, an optimized ballast band design, a large toric optic zone, and a smooth, continuous surface to make it an easy-to-fit, stable toric lens.

In addition, the MyDay® family of lenses is made with Smart Silicone™ chemistry, an innovative technology that optimizes oxygen permeability with less silicon, leaving more room in the lens for hydrophilic (water loving) material. This results in improved surface wettability, higher water content, and a modulus of only 0.4 MPa, which makes MyDay® CooperVision's softest ever 1-day silicone hydrogel contact lens. And while the lens provides optimal comfort, it remains strong enough to ensure exceptional handling. Built-in UV protection filters 85% of UVA and 96% of UVB rays*, helping support ocular health.

MyDay® toric is the newest addition to CooperVision's portfolio, which includes the broadest silicone hydrogel 1-day product family on the market. From the clariti® 1 day family to the MyDay® family, you can fit virtually all patients into a 1-day contact lens that provides high oxygen, comfort, and convenience.

For more information, visit www.PrescribeMyDay.com/toric

*1. Manufacturer stated oxygen transmissibility values (Dk/t). SPHERE: MyDay® daily disposable (100), 1-DAY ACUVUE® MOIST® (25.5), SofLens® daily disposable (24) TORIC: MyDay® toric (100), 1-DAY ACUVUE® MOIST® for ASTIGMATISM (23.7), DAILIES® AquaComfort PLUS® toric (26). * Warning: UV-absorbing contact lenses are not substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses, because they do not completely cover the eye and surrounding area. Patients should continue to use UV-absorbing eyewear as directed.*

Bausch + Lomb News

Bausch + Lomb Receives FDA Approval of Lumify™ – The Only Over-the-Counter (OTC) Eye Drop with Low-Dose Brimonidine for the Treatment of Ocular Redness

Bausch + Lomb, a leading global eye health company, announced that the U.S. Food and Drug Administration (FDA) has approved LUMIFY™ (brimonidine tartrate ophthalmic solution 0.025%) as the first and only over-the-counter (OTC) eye drop developed with low-dose brimonidine tartrate for the treatment of ocular redness. Brimonidine has been clinically proven to be safe and effective since its initial approval as a prescription medication in 1996 for intraocular pressure (IOP) reduction in glaucoma patients, and is available at higher doses in prescription ophthalmic products.

<http://www.bausch.com/our-company/recent-news/id/2403/1172018-wednesday>

Bausch + Lomb Signs Agreement with IDOC to Expand Offering of Leading Contact Lenses and Specialty Vision Products

Bausch + Lomb, a leading global eye health company, announced an agreement with IDOC, the largest privately held alliance of independent doctors of optometry in the U.S. Under terms of the agreement, IDOC will offer its more than 3,000 members the Bausch + Lomb ULTRA® contact lenses, the fastest-growing family of monthly planned replacement contact lenses¹, Biotrue® ONEday daily disposable contact lenses, the fastest-growing family of daily disposable hydrogels², and brands from its Specialty Vision Products portfolio, including Bausch + Lomb Zenlens™ and Zen™ RC scleral lenses. IDOC members will also receive exclusive pricing and rebate programs, and exceptional support as the organization's newest industry affiliate.

<http://www.bausch.com/our-company/recent-news/id/2406/2282018-wednesday>

Bausch + Lomb Signs Agreement with Express Scripts, Inc., Expanding Insurance coverage of Vyzulta™ (Latanoprostene Bunod Ophthalmic Solution), 0.024%

Bausch + Lomb, a leading global eye health company, today announced an agreement with Express Scripts, Inc. to begin coverage of VYZULTA™ (latanoprostene bunod ophthalmic solution), 0.024%. Under the agreement, VYZULTA is covered under an access position on both the commercial Express Scripts National Preferred and Basic formularies, giving access to an additional 23 million people in the United States. VYZULTA, the first prostaglandin analog with one of its metabolites being nitric oxide (NO), is indicated for the reduction of intraocular pressure (IOP) in patients with open-angle glaucoma or ocular hypertension.

<http://www.bausch.com/our-company/recent-news/id/2407/3122017-monday>

Bausch + Lomb Receives 510(K) Clearance from FDA for Boston® Scleral Lens Case First Contact Lens Case Specifically Designed for Storage of Scleral Lenses

Bausch + Lomb, a leading global eye health company, today announced that the company's Specialty Vision Products business has received 510(K) clearance from the U.S. Food and Drug Administration (FDA) for the Boston® scleral lens case, a storage case developed specifically for scleral lenses. The case is designed to hold lenses up to 23.5 millimeters in diameter and up to 10.0 millimeters in sagittal depth. The Boston® scleral lens case is indicated for use with Boston® original conditioning solution, Boston Advance® formula conditioning solution and Boston Simplus® multi-action solution.

<http://www.bausch.com/our-company/recent-news/id/2411/4182018-wednesday>

Bausch + Lomb Reports More Than Two Million Used Contact Lens Materials Recycled Through One by One Program, Saves More than 14,000 Pounds of Waste

Bausch + Lomb, a leading global eye health company, announced today that its ONE by ONE Recycling Program, the first contact lens recycling program of its kind, has recycled nearly 2.5 million used contact lenses, blister packs and top foil since launch, saving more than 14,000 pounds of waste—about the weight of a small aircraft.¹ This program, made possible through a collaboration with TerraCycle®, a world leader in the collection and repurposing of hard-to-recycle post-consumer waste, is

offered free of charge to eye care professionals nationwide and their patients.

Available to optometry practices and their patients across the U.S., the Bausch + Lomb ONE by ONE Recycling Program recycles used contact lens materials into post-consumer products. The program works by providing participating practices with large recycling bins to collect used contact lenses, blister packs and top foil. Once the bins are full, a free shipping label can be printed from www.BauschRecycles.com, and the used materials can be mailed to TerraCycle for recycling. For every qualifying shipment of 2 pounds or more, a \$1-per-pound donation will be made to Optometry Giving Sight, the only global fundraising initiative that specifically targets the prevention of blindness and impaired vision by providing eye exams and glasses to those in need. To date, the program has raised more than \$14,000.

<http://www.bausch.com/our-company/recent-news/id/2412/4192018-thursday>

Allergan News



Seventy years ago, Gavin S. Herbert, Sr, and his son, Gavin Herbert, Jr, created Allergan with the goal of improving the lives of patients. Since that time, Allergan has remained dedicated to advancing eye care, launching 125 products for prevalent eye conditions. We are committed to helping ECPs deliver superior patient care through R&D, philanthropy, outreach programs, and support of academic institutions.

Updates from the ASCO IPECP Committee

ASCO demonstrated its expanded and ongoing commitment to interprofessional education and collaborative practice under the leadership of the 2012 – 2014 ASCO President, Dr. Jenny Coyle, whose presidential initiatives included establishing ASCO's Interprofessional Education and Collaborative Practice (IPECP) Committee. The importance of IPECP is a fundamental component of ASCO's 2011 revised "[Attributes of Graduates of the Schools and Colleges of Optometry](#)" document as well as ASCO's new [Strategic Plan](#).

The IPECP Committee continues to be an active body within ASCO. The appointed members of the 2017 – 2018 IPECP Committee are as follows:

- Donnie Akers, OD
Assistant Professor, University of Pikeville, Kentucky College of Optometry
Associate Dean for Academic Affairs
- Linda Casser, OD, FAAO, FNAP, Chair
Professor, Pennsylvania College of Optometry
Coordinator of Interprofessional Education Initiatives, Salus University
- Elli Kollbaum, OD, FAAO
Clinical Associate Professor, Indiana University, School of Optometry
Chief, Vision Rehabilitation Service
Director, External Rotation Program
- Richard Madonna, MA, OD, FAAO
Professor, State University of New York, State College of Optometry
Chair, Department of Clinical Education
Director, Office of Continuing Professional Education
- Valerie Quan, OD, FAAO
Associate Professor, Western University of Health Sciences, College of Optometry
Chief, Neuro-Optometric Rehabilitation
- Candice Turner, OD
Clinical Assistant Professor, University of Alabama at Birmingham School of Optometry
- Melissa Zarn, OD, FAAO
Assistant Professor, Southern College of Optometry
Director of Interprofessional Education

The charge to the 2017 – 2018 IPECP Committee is:

- Develop, share and/or recommend strategies for member institutions to incorporate interprofessional education into their curricula.
- Discuss the development of demonstration projects to raise awareness of optometry's role in collaborative patient care and to provide resources for ASCO member institutions to assist in curriculum development.
- Raise public and professional awareness of the role that optometry has in team-based collaborative patient-centered care.

Consistent with its 2017 – 2018 charge, the ASCO IPECP Committee developed proposals for presentations at the 2018 Annual Meeting of the American Academy of Optometry in San Antonio, TX, which have been accepted by the Optometric Educators Section and the Academy.

- Symposium presentation: *Creating, Implementing, and Sustaining a Culture of Interprofessional Education (IPE) in Schools and Colleges of Optometry*

The Symposium is scheduled for Friday, Nov. 9, 2018, from 10:00 am – 12:00 pm. All members of the IPECP Committee will serve as Symposium speakers and share their perspectives and experiences in IPE. Given the location of the 2018 AAO Annual Meeting in San Antonio, Denise Doyle, PhD, Emerita Provost, Chancellor, and Acting President, University of the Incarnate Word, will also provide an administrator's perspective on IPE, and students from the University of Incarnate Word's optometry, pharmacy, and physical therapy programs will provide student perspectives on IPE.

- Workshop presentation: *Toolkits and Resources for Interprofessional Education and Collaborative Practice Initiatives in Optometry*

The Workshop is scheduled on Friday, Nov. 9, 2018, from 2:00 pm – 3:00 pm. The featured Workshop speakers are:

- John Nishimoto, OD, MBA, FAAO
Senior Associate Dean for Professional Affairs
Southern California College of Optometry at Marshall B. Ketchum University
ASCO Liaison to the Interprofessional Professionalism Collaborative (IPC)
- Sandra S. Block, OD, MEd, MPH, FAAO, FCOVD, FNAP
Professor, Illinois College of Optometry
Medical Director, School-Based Vision Clinics
Chair, National Academy of Practice in Optometry (NAPO)

The ASCO IPECP Committee cordially invites administrators, faculty members, and students to attend the IPE Symposium and Workshop at the 2018 AAO Annual Meeting.

UIWRSO Provides Unique Vision Service and Keeps Cardinals Athletes' Eyes on the Ball



Student athletes at the University of the Incarnate Word (UIW) are reaping the benefits of a new vision service program provided to them by the UIW Rosenberg School of Optometry (UIWRSO). The newly completed Sports and Vision Enhancement Service at UIW initially opened in August 2017 by UIWRSO to identify and remediate visual problems that can impact athletes' performance. UIW is the only university in the country with Division I athletics that has a Sports Vision Service run at this level by its School of Optometry. The Service uses state-of-the-art sports vision and training instruments making the Sports and Vision Enhancement Service a standout among other similar initiatives.

"Faculty involved in this service were themselves varsity athletes in Division I programs. They understand the needs of our athletes and work with them and our optometry students so that both groups benefit from a service that is unique to the University of the Incarnate Word," said Dr. Timothy Wingert, Dean, UIWRSO.

In addition to working with athletes with visual impairments, the Service can also enhance the visual skills of athletes who exhibit no specific visual problems, providing them with an advantage in athletic competition.

As a working and teaching facility, the Sports and Vision Enhancement Service provides optometry interns training and experience in the area of Sports Vision. Both UIWRSO faculty members and interns staff the Sports and Vision Enhancement Service. Dr. Allison Chinn, chief of the Sports and Vision Enhancement Service, Dr. Amy Ferguson and Dr. Brian Foutch are UIWRSO faculty members who were deeply involved in the planning, development, and creation of the Sports and Vision Enhancement Service. The staff performs visual evaluations on UIW varsity athletes to determine visual deficiencies that can be improved and then provides them individualized remediation and enhancement plans that highlight areas for improvement.

Drs. Chinn and Ferguson visited the United States Air Force Academy's Human Performance Service in Colorado Springs, Colorado to train and study their highly successful human performance program. They were able to benchmark and bring back and utilize their best ideas, recommendations and processes.

The Sports and Vision Enhancement Service is located on the first floor of UIW's Barshop Natatorium, which puts it adjacent to the UIW athletic training area allowing athletes to include visual skills training as a part of their regular exercise and fitness program.

UIW Optometry Faculty Member Installed as TOA President



The University of the Incarnate Word Rosenberg School of Optometry (UIWRSO) is proud to announce that Dr. Jenny Terrell, has been installed as President of the Texas Optometric Association (TOA). She is the fifth woman to serve in this capacity and will work as the leader of Texas Optometry for the next year. In addition, UIWRSO faculty member, Dr. Sandra Fortenberry was installed as President-Elect.

“Congratulations to both of these individuals on their hard work and dedication to the profession. They demonstrate understanding the concept that part of being a health care professional is to leave your profession in a better place at the end of your career than it was when you began. We look forward to working with them on behalf of optometry in Texas,” said Dr. Timothy Wingert, Dean, Rosenberg School of Optometry.

Jenny Terrell, OD, FAAO is a Clinical Assistant Professor at the Rosenberg School of Optometry at the University of the Incarnate Word (UIWRSO). She serves in the capacity of co-director of the Community Eye Clinic in Fort Worth, Texas, which is a partnership between UIWRSO and the University of Houston, College of Optometry (UHCO). Dr. Terrell grew up in central Texas and earned her Bachelor’s degree in Biology from McMurry University in Abilene, Texas. She graduated from UHCO, where she also completed a residency in Community-Based Family Practice. Dr. Terrell serves as the President of the Texas Optometric Association. She is a Diplomate of the American Board of Optometry and a Fellow of the American Academy of Optometry. She is also a member of the American Optometric Association and the Tarrant County Optometric Society. Outside work and professional advocacy, Dr. Terrell enjoys spending time with her husband, two children and two rescue dogs.

UHCOpen House 2018



On Sunday, April 15, 2018, close to 100 undergraduates, high school students, parents, and guests visited the University of Houston, College of Optometry for our annual UHCOpen House event. Over 20 UHCO students, faculty, and staff members guided guests on tours of the College, shared demos in our labs and clinics, and led a student informational panel to share advice and tips with future applicants about Optometry school life, the application process, studying for the OAT, and much more.

UHCO Vision Scientist Investigates Changes in Eye Structure in Astronauts



Nimesh Patel, OD, PhD, '12, was recently featured for his work enhancing the vision of NASA Astronauts.

Astronauts who spend time aboard the International Space Station return to Earth with changes to the structure of their eyes which could impact their vision. NASA has studied the phenomenon, known as space flight-associated neuro-ocular syndrome (SANS), for several years, and now with UHCO's help, Dr. Patel has quantified some of the changes using optical coherence tomography imaging.

“We studied pre-flight and post-flight data from 15 astronauts who had spent time aboard the space station and detected changes in morphology of the eyes,” said Nimesh Patel, assistant professor. All of them had good vision before and after the flight, but many of them had a change in structures of their eyes.

Patel created customized programs to study data from optical coherence tomography, a noninvasive clinical test that offers cross-section pictures of the retina. His algorithms showed that following prolonged space flight, three major changes occur.

“The findings of this study show that in individuals exposed to long-duration microgravity, there is a change in the position of the Bruch membrane opening, an increase in retinal thickness closer to the optic nerve head rim margin, and an increase in the proportion of eyes with choroidal folds,” said Patel.

While some of these changes would be expected in patients with elevated intracranial pressure, there are also significant differences. For example, choroidal folds are not as prevalent in individuals with intracranial hypertension.

Although the exact cause remains unknown, it is hypothesized that the changes seen in astronauts are a result of microgravity-associated orbital and cranial fluid shifts.

Because some astronauts included in the study had previous spaceflight experience, the preflight data was first compared with healthy control subjects before comparisons with postflight scans. “The results of these investigations suggest that, although there may be resolution of structural changes, there could be long-term ocular anatomical changes after extended-duration spaceflight,” said Patel.

He hopes his findings will one day have applications for patient care. “My hope is one day we can use some of these

algorithms we've built on patient care," noting how important NASA astronauts are in helping understand physiological changes.

"They provide us a novel and interesting set of data that helps us build algorithms sensitive enough to detect small changes." Patel is also co-investigator with Brandon Macias, senior scientist at KBR Wyle, on the Ocular Health ISS Study involving one-year mission crew members, to determine how fast these ocular changes develop during spaceflight and how long it takes for patients to recover.

UHCO - ARVO Student Travel Fellowships



The American Academy of Optometry is pleased to congratulate the recipients of the 2018 Student Travel Fellowship Awards. The travel fellowships, supported by Johnson & Johnson, The Vision Care Institute, will allow five students to present their research at the Association for Research in Vision and Ophthalmology (ARVO) 2018 annual meeting. The UHCO 2018 recipients are:

- Laura Pardon, OD, MS, FAAO, University of Houston, College of Optometry
 - Hannah Burfield, OPT III, University of Houston College of Optometry
-

Thomas L. Lewis of Salus University Pennsylvania College of Optometry Honored With Career Achievement Award



Thomas L. Lewis, OD, PhD, president emeritus of Salus University and professor in Salus University's Pennsylvania College of Optometry (PCO), was recently honored with the 2018 Career Achievement Award by the *Review of Optometry* at the recent Southeastern Educational Congress of Optometry (SECO) conference in Atlanta, Ga.

In accepting the award, Dr. Lewis commented that he was humbled by the honor. He shared words of encouragement and humor with those in attendance:

“If everything seems under control, you are going too slow.”

“I could agree with you, but then we'd both be wrong.”

This is the latest accolade bestowed on Dr. Lewis for his contributions to the profession of optometry and to optometric education. In 2009, he received the first Lifetime Achievement Award from the Association of Schools and Colleges of Optometry (ASCO) in recognition of his leadership and contributions to the profession.

Dr. Lewis received his Doctor of Optometry degree from PCO, and his PhD in human anatomy from Thomas Jefferson University. Additionally, he completed a National Eye Institute post-doctoral fellowship in the Department of Ophthalmology at Washington University in St. Louis, Mo.

He is a past president and fellow of the American Academy of Optometry as well as a past president of ASCO and the Partnership Foundation for Optometric Education. He is also a member of the Optometric Hall of Fame of the American Optometric Association. He has published extensively in optometric and other professional journals and has also made numerous presentations to the American Academy of Optometry and other professional groups.

SUNY Optometry's New M.S./Residency Program Accredited by ACOE



SUNY Optometry's new two-year concurrent residency and graduate degree program is now accredited by the Accreditation Council on Optometric Education.

The program, which merges an accredited residency program with a Master's degree, is the first of its kind in the country. Typically, residency programs prepare optometrists to specialize in a certain area over a one-year period. This new SUNY Optometry initiative, however, takes their expertise a step further by combining the residency certificate with the M.S. in vision science over two years.

Led by vice president and dean for academic affairs Dr. David Troilo, residency director Dr. Diane Adamczyk and residency supervisor Dr. Joan Portello, the program aims to develop clinician scientists who will actively contribute to new, effective patient care methods. The College excels in several areas, including ocular disease, myopia control, contact lens and head injury, and the new M.S./Residency program represents a collaborative effort between clinical care and research faculty to train future optometrists according to their research interests.

SUNY Optometry Names New Chief of Primary Care for University Eye Center



Dr. Diane Calderon will begin as chief of the primary care service at SUNY Optometry's University Eye Center on July 9.

Dr. Calderon received her Doctor of Optometry degree from the Pennsylvania College of Optometry (PCO) in 2003 and completed a residency in primary care optometry at PCO in 2004. She began her career as an assistant clinical professor at Nova Southeastern University College of Optometry and served in various roles during her tenure, including supervisor of third- and fourth-year interns, laboratory and didactic instruction.

In 2008, Dr. Calderon relocated to New York and began her career at Fromer Eye Centers. She has provided full-scope optometric care, ranging from comprehensive primary care to working alongside ophthalmologists to provide advanced care in a range of specialties. Working closely with SUNY Optometry's Office of Residency Education, she founded the first OD/MD optometric residency in the State of New York.

Dr. Calderon is a fellow of the American Academy of Optometry and a member of the American Optometric Association. She has served on the peer review board for *Optometry - Journal of the American Optometric Association* and has been a clinical examiner for the National Board of Examiners in Optometry.

SUNY Optometry Hosts Annual Career Symposium



SUNY Optometry’s Career Development Center presented its seventh annual career symposium, Graduation to Optometric Stardom, on Sunday, April 8. The event’s cast of 13 presenters included nine College alumni and represented the five main modes of optometric practice: private practice, corporate, hospitals, academia and industry.

“Our goal is to ensure that 90% of our graduates will be in an employment situation of their choice five years after graduation,” said **Dr. Quy Nguyen**, the College’s director of career development and minority enrichment.

Student members of the symposium’s steering committee polled their classmates to determine which topics would be most relevant to the 274 registered participants. Topics beyond mode of practice ranged from life as a new OD with **Dr. Raul Daniels ’17**, **Dr. Jocelyn Cercone** and **Dr. Benjamin Arthur ’13**; budgeting and retirement planning with **Dr. Matthew Bovenzi ’14**; marketing to different demographics with **Dr. Gary Gerber ’82**; and an interview workshop facilitated by **Dr. Viola Kanevsky ’93** and **Dr. Milly Mui**.

Prospective employers also attended the event for the first time this year, including College alumni seeking talent for their own practices and organizations. “It was a great way to help employers find new ODs for their offices and for our own students and residents to find a prospective employer – a win-win,” said Dr. Nguyen. “Some students secured interviews that day and the employers expressed gratitude for an opportunity to meet such bright students.”

Potter Receives Honorary Degree



Ellis Potter, OD '67, FFAO, was chosen to receive Southern College of Optometry's Doctor of Ocular Science degree and deliver the commencement address to the Class of 2018 at this year's commencement address. Known for his longtime service to VOSH International and other international causes, Dr. Potter was recognized by the American Academy of Optometry in 2017 with its Brien Holden Humanitarian Award.

In private practice in Iola, Kansas, Dr. Potter has served on numerous committees as well as Editor of the Kansas Optometric Journal. Active in his local Rotary Club, he is a member of the Rotary Action Group for Avoidable Blindness.

In 2008, Dr. Potter and his local Rotarians formed the Vision Quest International Foundation, whose purpose is the education and alleviation of Refractive Error Blindness. He has led the organization as president. A member of VOSH-Kansas and a Fellow of VOSH International, Dr. Potter has led or participated in numerous VOSH medical missions. He was awarded the VOSH/International Dr. Harry I. Zelter Lifetime Achievement Award at the VOSH/International annual meeting in Chicago in October 2017.

National Public Health Week at UHCO



In honor of National Public Health Week, members of the Student Public Health Vision Care Association (SPHViCA) at UHCO passed out breakfast snacks to their peers. As students grabbed something to munch on they were asked to jot down their thoughts on a post-it note in response to the question, “Why is healthy vision important to you and your patients?” SPHViCA had a great turn out and managed to fill up a message board with many heartwarming and fun responses.

Yearly eye exams are important and allow for a good quality of life as they can help prevent and detect many systemic and ocular diseases.

Midwestern University Welcomes New Chicago College of Optometry Dean



Kathleen H. Goepfinger, PhD, President and Chief Executive Officer of Midwestern University, announced the promotion of Melissa Suckow, OD, FAAO, to Dean of the Chicago College of Optometry (CCO). Dr. Suckow joined Midwestern University in 2015 and has served as CCO's Associate Dean of Academic Affairs for the past year.

"Dr. Suckow brings a wealth of experience to her role at Midwestern University," Dr. Goepfinger said. "Shortly after joining the University, she was appointed Chair of the Student Promotion and Graduation Committee, led policy discussions with the faculty, and produced the Uniform Course Policies document that is in use today."

Dr. Suckow earned a Doctor of Optometry degree and completed a residency in pediatric optometry/binocular vision at the New England College of Optometry, where she was then appointed as a full-time Assistant Professor. While there, she served as the Clinical Director at Seamark Vision Clinic and the Cotting School, which serves children with special needs in Massachusetts. After relocating to Illinois, Dr. Suckow served for several years as an optometrist for the Chicago public schools' Health Kids, Healthy Minds Enhanced Vision Program. In 2011, she joined the clinical faculty of the Illinois College of Optometry and was a preceptor for third- and fourth-year students on rotation at the Illinois Eye Institute at Princeton School.

As Dean of the Chicago College of Optometry, Dr. Suckow will provide guidance and leadership for the College, which welcomed its inaugural class in the fall of 2017. CCO students earn a Doctor of Optometry (OD) degree following an intensive four-year program where they learn to diagnose, treat, and manage injuries and diseases of the eye and visual system.

Midwestern University Eye Institute Incorporates VR Technology for Student Training



The Arizona College of Optometry at Midwestern University recently purchased and installed nine state-of-the-art VRMagic EyeSi simulation equipment units.

EyeSi is programmable technology that provides the practice of direct and indirect ophthalmoscopy procedures. It allows the evaluation of optometry students using standardized patients for practical examinations with the potential to eliminate intra-examiner variability.

Dr. Stanley Hatch Named Chief of Pediatric/Binocular Vision Service at The Eye Institute of Salus University



Stanley Hatch, PhD, OD, MPH, FAAO, assistant professor, was recently named chief of Pediatric and Binocular Vision Service (PBVS) at The Eye Institute (TEI) of Salus University.

Dr. Hatch holds a Bachelor of Science degree in biology from St. Lawrence University in New York. Upon completing his Doctor of Optometry degree from Michigan College of Optometry, Ferris State University in 1990, Dr. Hatch completed a Pediatric/Binocular Vision residency at TEI the following year. He went on to receive his Master of Public Health degree from Harvard School of Public Health in 1995. Dr. Hatch has been a faculty member Salus University's College of Health Sciences since 2009.

With over 25 years in the optometric field, Dr. Hatch has a remarkable record of publications, research studies, and presentations. A member in good standing with the American Academy of Optometry, he is the diplomate committee case reviewer, practical examiner, and oral examiner for the pediatrics, binocular vision, and perception section.

"PCO is truly delighted and honored that Dr. Hatch has joined the College and look forward to his contributions in his role as the chief of Pediatrics and Binocular Vision, patient care, and teaching," said Melissa Trego OD, dean of Salus University's Pennsylvania College of Optometry (PCO).

In his role as chief, Dr. Hatch will direct and coordinate all educational and patient care activities performed within Pediatric and Binocular Vision Service (PBVS) at TEI. He will also be responsible for providing theoretical and clinical education to residents, students, technicians and other personnel assigned to the PBVS.

Dr. Stacey J. Meier Named to SCO Board



The Southern College of Optometry recently welcomed Stacey J. Meier, OD '84 as its Alumni Council Representative to the Board of Trustees. With more than 35 years of service in the eye care industry, Dr. Meier began his career as a licensed optician before pursuing his optometry degree. He has extensive clinical experience in corporate optometry, an ophthalmology surgery center, and nearly 30 years of private practice. He is currently the Executive Director of the Arizona Optometric Association and owner of Desert View Vision-North in Phoenix.

His service includes leadership of the Central Arizona Optometric Society, the Arizona Optometric Association, the Great Western Council of Optometry, and the International Association of Optometric Executives. He's received OD of the Year awards from the Arizona Optometric Association and the Great Western Council of Optometry and was appointed to the Arizona State Board of Optometry in 2008.

Dr. John Nishimoto Elected as a Distinguished Fellow of the National Academies of Practice in Optometry



Marshall B. Ketchum University's John Nishimoto, OD, MBA, Senior Associate Dean for Professional Affairs, has been elected as a Distinguished Fellow of the National Academies of Practice in Optometry. A Distinguished Fellow within NAP is a very high honor that acknowledges Dr. Nishimoto's outstanding professional achievements.

Dr. Nishimoto joins other health care leaders and practitioners of NAP, who are working collaboratively as an interprofessional community to influence and promote national health policy, legislation, quality health care, and research.

NAP holds interprofessional health care policy forums, congressional briefings, membership symposiums and annual conferences. They also publish the *Journal for Interprofessional Education and Practice*, a quarterly peer-reviewed journal, focused on interprofessional topics in practice, education, research and policy.

NAP is comprised of distinguished professionals that advance interprofessional health care by fostering collaboration and advocating policies in the best interest of individuals and communities.

In April, Dr. Nishimoto will join his peers in Atlanta, Georgia for NAP's Annual Meeting and Forum. The title of this year's forum, "Laying the Foundation for Boldly Advancing Interprofessional Healthcare in America" will focus on:

- Leveraging technology
- Collaborative teams
- Advocacy for quality healthcare
- Relationship-focused care

The entire Marshall B. Ketchum University community congratulates Dr. John Nishimoto on this distinguished honor.

Dawn Rigney Named SUNY Optometry's Vice President for Institutional Advancement, Executive Director of Optometric Center of New York



Dawn Rigney has been named vice president for institutional advancement of the State University of New York (SUNY) College of Optometry and executive director of the Optometric Center of New York (OCNY), the College's affiliated foundation. The selection follows a national search.

Ms. Rigney most recently served as assistant vice president of alumni and parent relations for Pace University, where she worked in several capacities since 2009.

In her new role, she will provide leadership for advancement programming, including strategic planning and fiscal management. She will create and implement initiatives to secure resources for the College to maintain excellence and national leadership in its educational, clinical and research missions.

"We're thrilled that Dawn is joining our senior management team," said SUNY Optometry President David A. Heath. "I am confident that her extensive experience and skills will help to expand our development efforts, particularly as we prepare for the College's 50th anniversary in 2021."

Ms. Rigney has also served in development, annual giving and major gifts roles for the American Red Cross, New York Medical College and Fordham University, respectively, during her career.

"Dawn is a visionary and innovative development executive and we look forward to working with her to support the College's students, researchers and patients," said Mrs. Barbara Saltzman, president of the OCNY board of trustees.

Ms. Rigney earned a B.F.A. from Emerson College, an M.P.H. from New York Medical College and a certificate in management and leadership in education from Harvard University.

Ms. Ann Warwick, who joined the College in 1983, will step down as vice president for institutional advancement and OCNY executive director. She will continue at the College in a part-time capacity.



“Ann has been a tremendous resource and passionate advocate for the College for many years,” President Heath said. “She leaves her position having established a foundation upon which we may continue to build our advancement efforts.”

Congratulations to SCCO's Annabelle Storch



Marshall B. Ketchum University's Southern California College of Optometry is happy to announce that Annabelle Storch, SCCO Class of 2019, was elected as President of the American Optometric Student Association earlier this year. Annabelle assumed her role as President in the spring. The entire Marshall B. Ketchum University community congratulates Annabelle on this distinguished honor.

AZCOPT Partners with Walter Reed for Optometric Residency



The Arizona College of Optometry (AZCOPT) at Midwestern University has entered into an affiliation agreement with the Walter Reed National Military Medical Center (WRNMMC) to create a new one-year military optometric residency program.

The residency will provide educational opportunities to active-duty optometrists from all branches of the United States Armed Forces, emphasizing ocular disease, vision rehabilitation, and primary care. The residency will be located at the Walter Reed campus, with Midwestern University and AZCOPT providing oversight and assisting with the accreditation process.

Joshua Baker, OD, MS, Dean of the Arizona College of Optometry, is a United States Army veteran and Bronze Star recipient. The opportunity to partner with the WRNMMC represents a welcome opportunity for him and for AZCOPT.

“The military medical mission is uniquely challenging in its clinical complexity, its need to be deployable to far-forward locations, and the necessity for success under difficult circumstances,” says Dr. Baker. “At Midwestern University and AZCOPT, we feel a deep sense of pride to contribute even in a small way to that mission. Every member of our program—faculty, staff, students, and alumni—is thrilled for this opportunity to be a part of the Walter Reed National Military Medical Center team.”

The Walter Reed National Military Medical Center is one of the nation's largest and most renowned military medical centers. WRNMMC comprises nearly 7,100 dedicated staff members who serve military families and America's active duty and veteran soldiers, as well as those in national leadership.

2018 Insight Expo at UHCO



UHCO's - University Eye Institute's Center for Sight Enhancement (CSE) and the Houston Area Visually Impaired Network (HAVIN) hosted the seventh-annual vision expo on Saturday, April 14. The 2018 Insight Expo offered exhibits, programming and workshops on maintaining independence for Houston's visually impaired and blind community.

This year's theme was "Preparing for the Seasons," a broadly applied concept for adjusting to life with vision loss and issues associated with the seasons.

The event was open to the public and held in the Health and Biomedical Sciences Building, 4901 Calhoun Rd. The keynote speaker was George Battiste, a vocational rehabilitation teacher for more than ten years with the state of Texas. He has served more than 12,000 visually impaired or blind Texans, teaching alternative techniques that aid them in their daily life, either at home or at their place of employment.

Using the latest technology, training and techniques, the CSE helps visually impaired patients achieve independence and improved quality of life through vision rehabilitation. HAVIN is comprised of various volunteer support groups from across Houston. Its vision is to educate, provide peer support and unify the visually impaired community in the Greater Houston area.

For any questions, contact Stacie Hardy at (832) 779-7477 or via email at havin.tx@gmail.com.

Industry Spotlight: Johnson & Johnson Vision

Industry Spotlight: Johnson & Johnson Vision



Johnson & Johnson Vision, through its operating companies, is committed to improving and restoring sight for patients worldwide. Since 1987, ACUVUE® has been on the forefront of research, development and manufacturing to provide contact lens wearers with a portfolio of advanced technologies that deliver superior comfort and exceptional performance. In 2017, Johnson & Johnson invested further in eye health by expanding into cataract surgery, laser refractive surgery (LASIK), Meibomian gland dysfunction and consumer eye health.

Johnson & Johnson Vision supports optometry students, optometrists and other eye health professionals in delivering patient care through a number of programs and resources. The Johnson & Johnson Institutes provide training in the latest vision diagnostic and treatment technologies. It has reached nearly 1 in 5 practicing US optometrists and 10,000+ eye health professionals worldwide. Educational content and practice resources are also available at JNJVISIONPRO.com.

Through on-the-ground advocacy efforts and online via the [Vision to Action](#) platform, Johnson & Johnson Vision is leading efforts with elected officials and eye health advocates to advance the best policy initiatives that affect eye health — a rapidly changing field with profound daily impact for millions. We will continue to vigorously support regulations and legislative efforts that align with these goals, while also ensuring healthy choice and competition in the marketplace. [Advocacy Academy](#) is an on-demand, virtual learning tool designed to educate, empower, and mobilize a new community of eye health advocates to engage with lawmakers on the key issues impacting eye health.

Innovating to address unmet patient needs is at the center of our research and development efforts, and we anticipate several exciting new technologies entering the marketplace in the next several years. In 2018, the company received FDA clearance for ACUVUE® OASYS with Transitions® Light Intelligent Technology™, a first of its kind contact lens that provides wearers with vision correction and a dynamic photochromic filter that helps to continuously balance the amount of light entering the eye.

For more information about Johnson & Johnson Vision, visit us at www.jjvision.com. Follow [@JNJVision](#) on Twitter and [Johnson & Johnson Vision](#) on LinkedIn.