

# **EYE on EDUCATION**

---

**December 2018**

## Table Of Contents

<b>A Message from ASCO President, Dr. David Damari</b>	3
<b>Optometry's Future Focus of Fall Board Meeting</b>	4
<b>National Board Pass Rate Data Available on ASCO's Website</b>	6
<b>Invite to Apply for Associate Editor, Optometric Education</b>	7
<b>Student Award in Clinical Ethics</b>	8
<b>ORMatch is Now Open</b>	9
<b>Now Available: 2018 Clinic Updates on Myopia, Low Vision Technology, Traumatic Brain Injury, and OCT-A Imaging</b>	10
<b>Get Involved in the ASCO's Inspiring Future ODs Program</b>	11
<b>Health Professions Week Educates Thousands about the Field of Optometry</b>	12
<b>News to Pass Along</b>	13
<b>News to Pass Along</b>	14
<b>News to Pass Along</b>	15
<b>Inaugural Ask the Experts Event Held</b>	16
<b>Applicant, Entering Class, Post-Graduate Data Available Online</b>	18
<b>Alcon</b>	19
<b>Allergan</b>	20
<b>Compulink</b>	21
<b>CooperVision</b>	22
<b>Hoya</b>	23
<b>Johnson &amp; Johnson</b>	25
<b>National Vision</b>	29
<b>Interprofessional Education showcased in San Antonio during Academy</b>	30
<b>AZCOPT, CCO Offer Virtual Reality Labs for Student Training</b>	31
<b>Dr. Donald R. Korb Joins the Faculty at New England College of Optometry</b>	32
<b>Hundreds of New Yorkers Attend University Eye Center Health and Wellness Expo</b>	33
<b>In Memory of Dr. Freddy Chang</b>	34
<b>Montgomery County, Pa. School Vision Program Honored</b>	35
<b>NECO Hosts STAPLE Contact Lens Program at CTC</b>	36
<b>New Textbook: Clinical Cases in Eye Care edited by SUNY Optometry's Dr. Mark Rosenfield, et al.</b>	37
<b>Pacific University College of Optometry Dean Dr. Jennifer Coyle Receives National Honor</b>	38
<b>Salus PCO Participates in Special Olympics</b>	40
<b>Salus PCO Welcomes Three New Faculty Members</b>	41
<b>SCO Faculty Honored</b>	42
<b>SCO Honors Norma K. Bowyer with Lifetime Achievement Award</b>	43
<b>Student Research Named Newsworthy by the American Academy of Optometry</b>	44
<b>SUNY Optometry Students Join VOSH International Mission to Grenada</b>	45
<b>SUNY Optometry's 2018 Alumnus of the Year: Dr. Joseph Boorady</b>	46
<b>SUNY Optometry's Clinical Vision Research Center Study Helps Secure FDA Nod for New Imaging Tech</b>	47
<b>SUNY Optometry's Dr. Alexandra Benavente-Perez Receives 2019 Career Development Award from the American Academy of Optometry</b>	48
<b>Third Year NECO Student and Partnership Team at Codman Square Health Center Receives Grant to Develop Sustainable Models for Vision Screenings and Follow-Up Care</b>	49
<b>UHCO Awarded National Grant</b>	50
<b>UHCO is one of the First Optometry Institutions in the US to use Anatomage Table</b>	51
<b>University of Houston and Humana Announce Long-term Strategic Partnership</b>	52
<b>ASCO SIG News</b>	54

## A Message from ASCO President, Dr. David Damari

Optometry, and indeed all health professions, have entered a major period of disruption. It began with the onset of electronic health records, which doctors across all disciplines [still struggle to integrate into their practices](#). It continues with advancing technology that collects clinical data (I am including images in my definition of clinical data) much more quickly, less invasively, and more accurately than any of the techniques clinical programs teach over several academic terms, and that are still tested in some professions' national board examinations. As the technology continues to improve, it is also becoming more portable, with many new developments coming as apps for smart phones or tablet devices.

As I wrote about in my [previous column](#), ASCO is working with other optometric and cross-disciplinary organizations to make sure our institutions stay current with these trends, and that we all have a voice in how these trends affect the profession as we try to prepare our students for their future practice. As part of that effort, this March we will be hosting a discussion about the future of optometric education, **Opening Our Eyes**. We envision this discussion, which will be limited to invitees from each of our institutions and select others from organized optometry, including the AOA, AOSA, Academy, ARBO, and NBEO, as the first in a series of events in optometry. The series will help us to understand the future of healthcare and assure that optometry, the patients we serve, and those who were underserved in the old system all benefit from the changes that are coming. Some of the subsequent events will be hosted by ASCO and many others will be hosted by the other organizations that we collaborate with. Open Eyes will focus on the issues that specifically affect what we, as optometric educators, do every day and will need to do in the future, and because of that narrow focus, we have necessarily kept the scope of invitations relatively narrow.

The topics we will discuss include the declining applicant pool and its potential impact on the quality of education, the role of student debt levels, the expansion of our profession's scope and the impact of that expansion on education, the perception that a minority of our graduates are practicing to the full scope available to them by law, and the impact of technology and social media on the future of optometry. It is a very ambitious agenda for a one-day discussion, and we hope all the participants will be forthcoming so that the outcomes can help guide our profession's path to the future.

---

## Optometry's Future Focus of Fall Board Meeting



Photo: Diane Reich

Far-reaching decisions around funding a national optometric education awareness campaign and participation in the governance of the profession's continuing education accreditation program were among the ground-breaking decisions made by the ASCO Board of Directors at its recent meeting on Nov. 6 in San Antonio.

ASCO has embarked on a highly targeted public awareness campaign, *Optometry Gives Me Life*, designed to raise the visibility of optometry as a career goal of choice, favorably positioning the profession in the competitive health profession education field. During its meeting, the ASCO Board of Directors agreed to a special dues assessment that will enable the launch of the campaign in early 2019. *Optometry Gives Me Life* will reach college aged students who have expressed an interest in a STEM or health profession, yet may not be considering optometry as an option. In a vibrant, lively and engaging way, the campaign showcases young Doctors of Optometry with special focus on their area of practice as well as their life outside of optometry. The campaign will utilize significant social media outreach, as well as a distinct website that will provide the user with in-depth but easily digestible information about life as an optometrist and how to pursue a degree. More details about this campaign will be provided in future issues of *Eye on Education*.

The Board also agreed to participate with the Association of Regulatory Boards of Optometry and the American Academy of Optometry in a Governing Committee for the Council on Optometric Education, leading the profession's continuing education accreditation process. A formal Memorandum of Understanding was considered and approved by the ASCO Board.

Additionally, the ASCO Board voted to host a day-long, invite-only program, *OPENING OUR EYES: A Discussion on the Future of Optometric Education*, slated for March 2019.

Other important actions taken at the Board meeting were:

- An update provided by NBEO President, Dr. Elizabeth Hoppe, on activities of the National Board of Examiners in Optometry and its exam pass rate processes.
- Approval of the FY18 Audit. Approval of comments to AOA, compiled by the Government Affairs Committee, on a draft paper on the educational framework for advanced procedures.
- Cancellation of the agreement between ASCO and AOA for the provision by AOA of staff support in government affairs activities.
- Drs. Erich Hinel and Diane Adamczyk provided an update on the American Board of Optometry activities, including its new Continuous Assessment Program.
- Drs. Darin Paulson, Bill Ratcliff and Ms. Joyce Urbeck of the Accreditation Council on Optometric Education (ACOE) reviewed the standards changes that took effect in July 2017, and their request for feedback on new standards around financial support/funding/sponsorship of programs. ACOE is also considering changes to its annual report template.
- Dr. Tiffenie Harris provided an update on plans for ASCO's upcoming 2019 Summer Institute for Faculty Development scheduled for July 14 – 17, 2019.
- Dr. Jeffrey Walline shared plans for the next ASCO Future Faculty Program in January 2020.
- James Jorkasky, Executive Director of the National Alliance for Eye and Vision Research/Alliance for Eye and Vision Research spoke to the Board on advocacy issues happening on Capitol Hill around funding for eye and vision research.

- Two Corporate Contributors, Dr. Ryan Parker, Director of Professional Education with Essilor and Mr. Mark Maio, Diagnostic Sales and Marketing with Haag-Streit gave presentations.
- Updates were also given by the ASCO Clinical Affairs and Financial Affairs committees.

ASCO's next Board Meeting will be held on March 14 in Washington, D.C.

---

## National Board Pass Rate Data Available on ASCO's Website



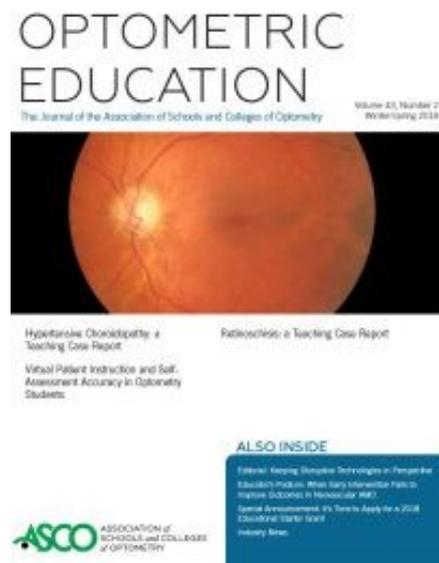
For the second year, the Association of Schools and Colleges of Optometry (ASCO) has partnered with the National Board of Examiners in Optometry to make the pass rates for the 2017-2018 academic year at every institution available on its website. The data is found at: <https://optometriceducation.org/national-board-of-examiners-in-optometry-yearly-performance-report/>. Last year's report is also posted for comparison.

“The NBEO is pleased to provide this pass rate data. The results are from calculations using candidates' scores who have both graduated during the listed timeframe and attempted all three parts at least once. This information provides a consistent reporting mechanism as we continue our collaboration with ASCO in years to come,” says Dr. Jill Bryant, NBEO Executive Director.

“The national pass rates from our institutions are important information for all stakeholders in our profession, and we are happy to make this information readily available,” says Dr. David Damari, ASCO President. “Faculty at every one of our member institutions aims to equip each optometry student with the skills and knowledge to pass each part of the exam. We all are always working toward 100% pass rate.”

---

## Invite to Apply for Associate Editor, Optometric Education



The Association of Schools and Colleges of Optometry invites applications for the position of associate editor of its peer-reviewed journal, [Optometric Education](https://eye.opted.org).

### **Responsibilities**

The associate editor is responsible for collaborating with the editor on the editorial content of ASCO's journal, including sharing the writing of three editorials per year. The associate editor consults with the editor on appointments to the [journal review board](#) and works with the editor and managing editor in facilitating a smooth peer review process. The associate editor assists with the development of issue features and solicits manuscript contributions to the journal.

### **Skills and Qualifications**

Strong writing and editing skills, educational publication experience and a demonstrated interest and involvement in optometric educational issues, are required. The successful candidate will possess the Doctor of Optometry degree and have a minimum of 3 years experience in optometric education. The associate editor position is a volunteer role.

### **Application Requirements**

Interested candidates should send:

- A cover letter describing :
  - past experiences in professional writing and editing
- A curriculum vitae
- Two writing samples

### **Information and Application submission**

Contact: Dr. Aurora Denial, [deniala@neco.edu](mailto:deniala@neco.edu)

---

## Student Award in Clinical Ethics



This annual national award, sponsored by Alcon, is available to optometry students during *any point* in their professional program at an ASCO-affiliated university or college of optometry in the US, Puerto Rico and Canada.

The application consists of an essay of up to 1,500 words describing any one of the following scenarios:

- A patient based case-study that the student encountered as part of their clinical learning experience.
- A research based case scenario that the student has encountered during their clinical or didactic learning experience.
- A professional ethics based scenario that the student has encountered during their clinical or didactic learning.

The essay must describe and discuss the ethical theories and values that were used in the decision making process and address relevant state laws relating to the case (if applicable). The essay must be submitted in a publishable quality format. Each school or college of optometry is permitted to submit only one essay through the assigned award coordinator for their school. A committee of the ASCO Ethics Educators SIG (Special Interest Group) will make the selection of one national recipient. The award will consist of a plaque and a cash award of \$1,000.

**The essay, publication release form, as well as a digital photo of the student must be submitted electronically to the Sara Lau ([slau@opted.org](mailto:slau@opted.org)) by February 13, 2019.**

---

## ORMatch is Now Open



ASCO's Optometry Residency Match (ORMatch) opened for applications on Oct. 3. ORMatch, facilitated by National Matching Services Inc., is an application service and match that places applicants into optometry residency training positions based on a mutual ranking algorithm.

For the 2019 Match, 253 residency sites with 473 available positions are participating. The match results will be released to applicants and programs on March 18.

Visit the [ORMatch](#) website or e-mail [Paige Pence](#), ASCO's Director of Student and Residency Affairs, for more information.

---

## Now Available: 2018 Clinic Updates on Myopia, Low Vision Technology, Traumatic Brain Injury, and OCT-A Imaging



The 2018 Online Clinical Educators Forum (OCEF) held in June 2018 featured four clinical updates. These updates are now available in PowerPoint form on the ASCO [website](#).

Featured are presentations by Dr. Sheila Morrison, UHCO, on Myopia Control; Dr. Karen Squier, SCO, on Low Vision Technology; Dr. Casey Hamm, UMSL, on OCT-A Imaging; and Dr. Marc Taub, SCO, on Traumatic Brain Injury.

The complete audio/slide recording of the 2018 OCEF can be found on the ASCO YouTube Channel at: <https://www.youtube.com/watch?v=Bfzby3w5eQg>.

---

## Get Involved in the ASCO's Inspiring Future ODs Program



ASCO's Inspiring Future ODs program is an educational effort that encourages Doctors of Optometry and current optometry students to speak to prospective students and community members about optometry as a rewarding future career. Doctors of Optometry are the profession's best advocates according to ASCO data.

ASCO is pleased to offer free materials that will help start the conversation in your office or your community. More information can be found on the Inspiring Future ODs [website](#) or by contacting [Paige Pence](#), Director of Student and Residency Affairs.

---

## Health Professions Week Educates Thousands about the Field of Optometry



ASCO, together with several other health education professions, participated in Health Professions Week (HPW), a week-long virtual event for high school and college students who are interested in learning more about the different health professions.

Held during Nov. 5 – 9, potential students had many opportunities to learn about the field of optometry and what the profession can offer them, communicate one-on-one with admissions staff from the optometric institutions during a virtual career fair, visit ASCO's virtual exhibit booth and watch various videos from its [YouTube channel](#), and play fun and interactive games on social media including participating in a Twitter Chat.

HPW participants also had the opportunity to listen to keynote speakers on the value of a health profession, learn what each profession's specific advocacy priorities are, and perhaps most importantly learn about financial aid, budgeting for post-graduate education and being a good steward of one's finances.

ASCO looks forward to participating in the next Health Professions Week which is slated to occur in the fall of 2019. Stay tuned!

---

## News to Pass Along



### **2019 Public Health Excellence in Interprofessional Education Collaboration Award**

The nomination/application period for the [2019 Public Health Excellence in Interprofessional Education Collaboration Award](#) is open through Feb. 1, 2019. This is the third year that the United States Public Health Service (USPHS) and the InterProfessional Education Collaborative (IPEC) have partnered on the program. ASCO is a member of the IPEC. Additional information is available from Shelley McKearney at [smckearney@aacnnursing.org](mailto:smckearney@aacnnursing.org) or 202-463-6930 ext. 269. [Read more](#).

---

## News to Pass Along



### **Prevent Blindness Launches New See America - Hidden Gems Campaign**

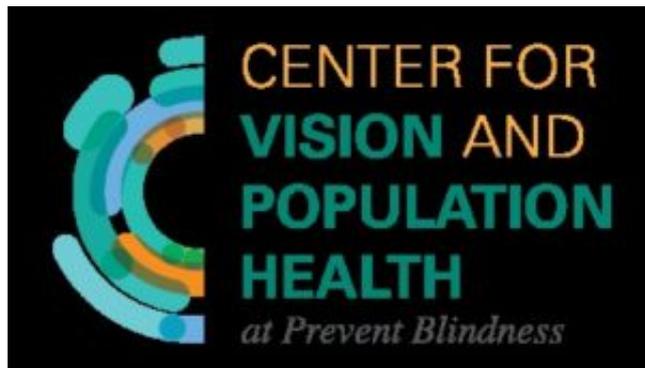
Prevent Blindness is pleased to announce the launch of a new, interactive photo campaign designed to encourage the public to enjoy the sights that healthy vision provides.

Simply share photos on Facebook, Twitter or Instagram including the hashtag #EyeSeeAmerica. Or, upload photos on to the program website, <http://www.see-america.org>. Users can view a map of the United States with photos posted from across the country.

Prevent Blindness invites you to participate and show us your Hidden Gems!

For more details, visit: <https://www.preventblindness.org/see-americas-hidden-gems>.

## News to Pass Along



### Prevent Blindness Launches Center for Vision and Population Health

Prevent Blindness officially launches its new [Center for Vision and Population Health \(CVPH\)](#) to serve as a national coordinating body for effective practices, state-level technical assistance, and programmatic interventions. The launch of the Center aligns with an article published in the *Journal of the American Medical Association Ophthalmology (JAMA-O)*. Co-authored by Jeff Todd, JD, MS of Prevent Blindness, Heather E. Whitson, MD, MHS of Duke University, and Edwin C. Marshall, OD, MS, MPH of Indiana University, [“Eye and Vision Health for Tomorrow: From Recommendations to Coordinated Action”](#) makes the case for such a national coordinating initiative, building upon the recommendations of the 2016 National Academies of Sciences, Engineering and Medicine report on vision and population health.

As part of the launch of the CVPH, Prevent Blindness is establishing an Advisory Committee, chaired by Dr. Whitson and staffed by Kira Baldonado, Vice President of Public Health and Policy. The Advisory Committee will include experts in the fields of ophthalmology, optometry, epidemiology, geriatrics, minority health, public health, and patient advocacy.

For more information on the Center or the JAMA-O article, please visit the Prevent Blindness press release at <https://www.preventblindness.org/new-center-vision-population-health-established>, or contact Kira Baldonado ([kbaldonado@preventblindness.org](mailto:kbaldonado@preventblindness.org)) or Jeff Todd ([jtodd@preventblindness.org](mailto:jtodd@preventblindness.org)).

---

## Inaugural Ask the Experts Event Held



As part of its ongoing effort to promote graduate education and recruit potential optometry students and residents into graduate programs (through the “Marketing Plan for Graduate Education in Optometry”), the ASCO Academic Affairs Committee (AAC), in conjunction with the American Academy of Optometry (AAO), piloted a new “Ask the Experts” event on Nov. 8 and 9 at the expanded ASCO Exhibit Booth during this year’s Academy meeting in San Antonio, TX.

On hand to talk with interested students were a total of six featured experts: Dr. Heather Anderson, Associate Professor, UHCO; Dr. Joseph Bonanno, Dean, IUSO; Dr. Kelly Nichols, Dean, UABSO; Dr. Rachel Redfern, Associate Professor, UHCO; Dr. Mitch Scheiman, Dean of Research/Director of Graduate Programs, Salus/PCO; and Dr. Dean VanNasdale, Jr., Assistant Professor, OSU.

Students and residents attending Academy were made aware of the event through a variety of targeted Academy mailings and pre-conference and on-site materials; and ASCO also publicized the new opportunity via its *Eye on Education* newsletter, social media, and through exhibit hall flyers. The events attracted a total of 80 students over the two days.

“This year’s Ask the Experts event was a creative way to talk one-on-one with students considering post-OD graduate education, and even some students that wanted to get more involved in research while in optometry school,” said Dr. Kelly K. Nichols, one of the featured experts and Dean at the University of Alabama at Birmingham, School of Optometry. “Events like this that allow specific questions to be answered in real time are often better at jump starting ideas and plans than lecture-based events. Graduate school is a very unique experience for every student, and if we could help even one student embark on a research path, we’ve succeeded,” she continued.

Ms. Carol Brubaker, Manager of Professional Affairs at ASCO, and liaison for the past eight years to the AAC, staffed the Ask the Experts check-in area, encouraging interested students to question the experts about their own career paths and share their thoughts about the myriad career choices available in academia and research.

Materials featuring research contacts and graduate programs at ASCO institutions were available for students to peruse. “We had a lot of incentives for students – raffles, games, to-go snacks – to encourage attendance, and a really great showing our first time out at Academy,” Brubaker said. “Awareness of the importance of research, the availability of graduate programs, and the mechanisms of support are the pillars of the AAC’s marketing plan for graduate education in optometry and were embodied in the events. We were delighted to partner with Academy for this important outreach effort.” She added, “Students and residents considering academic research and career options who missed out on the personal interactive opportunities are welcome to explore opportunities online via the ASCO website.” Three ASCO YouTube Channel resources and additional

print information is available at the following links:

<https://www.youtube.com/watch?v=holyeU0k01g> – Video: “Exploring Academic and Research Career Options” [2017] AAO Meeting (56 min.)

<https://www.youtube.com/watch?v=EeVqabhnawM> – Video: “Academic Research in Optometry” (4 min.)

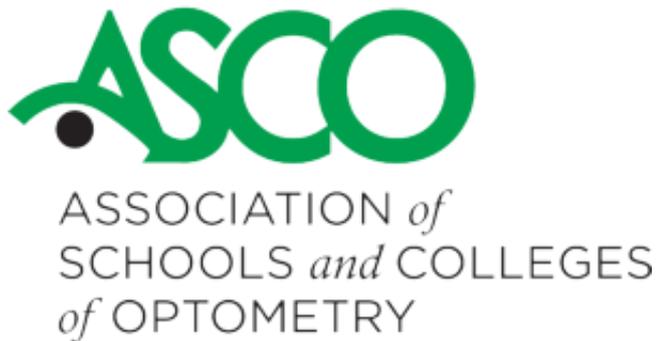
<https://www.youtube.com/watch?v=qc9s9vbxng> – Video: “[2015] Charting Your Career in Academic Optometry and Research...” (98 min.)

<https://optometriceducation.org/jobs-careers/career-opportunities-for-ods-in-academia-teaching-research-needs/> - PowerPoint Presentation: “Career Opportunities for ODs in Academia: Teaching and Research Needs”

<https://optometriceducation.org/graduate-programs/> - List: Graduate Programs at ASCO Schools and Colleges

---

## Applicant, Entering Class, Post-Graduate Data Available Online



ASCO's "Profile of Applicants to OD Degree Programs for Fall 2018 Entering Class" is now available on the Association's website. [This report](#) lists the numbers of male and female applicants, the numbers of applicants who were in-state, out-of-state or from a foreign country, applicants' average GPA and average Optometry Admission Test score, as well as other data.

"Profile of the 2018 Optometry Entering Class" provides similar information and can be accessed [here](#). Also available at the [ASCO website](#) are two reports on graduate (non-OD) and other programs for academic year 2018-2019.

Questions about any of these reports should be e-mailed to [Joanne Zuckerman](#), MEd, ASCO's Manager of Data Services and Special Projects.

---

## Alcon



### Alcon Introduces New Medical Affairs Website in North America, Expanding Support for Patient Care and Clinical Community

Alcon, the global leader in eye care and a division of Novartis, recently launched a new website, [AlconScience.com](http://AlconScience.com), for US- and Canada-based Eye Care Professionals (ECPs) and academic institutions. The new Medical Affairs website consolidates information about Alcon's scientific, academic, and related activities into one portal. Visitors may download clinically-focused publications, submit grant applications for Investigator-Initiated Trials (IITs), apply for independent medical education support and apply for educational equipment donations, among other activities.

"AlconScience.com brings together key Alcon Medical Affairs and Education information in one convenient place for our customers," said Roe Lazechnik, MD, PhD and Head, Alcon Medical Affairs & Clinical Development North America. "This is a unique offering in the eye care industry and an example of how we continually work to better partner with ECPs and academic institutions in support of patient care and the clinical community."

Resources on the new website include:

- Access to Alcon scientific publications for North America, spanning both vision care and surgical specialties, including in-depth clinical and scientific information on aspects of refractive and cataract surgeries, contact lenses, vitreoretinal surgery, dry eye and other topics of interest
- Easy connection to information about IITs, such as Alcon research areas of interest and how to apply for grants
- Streamlined path to learn about Alcon's independent academic medical education grants and equipment placement for academic teaching institutions
- Contact forms for the Alcon Medical Science Liaison team

Visit [www.AlconScience.com](http://www.AlconScience.com) for more information.

---

## Allergan

### Allergan launches REFRESH® REPAIR



The *first and only* artificial tear in the US with CMC, HA (inactive ingredient), and Osmoprotectants, REFRESH® REPAIR helps promote healing of the cornea and conjunctival epithelia and improves visual performance in Dry Eye patients. This unique formula also contains Osmoprotection, which safeguards epithelial cells against hyperosmotic stress by displacing salts with restorative, organic osmolytes. It is clinically proven to treat the signs and symptoms of Dry Eye and is safe to use with contacts. [refreshbrand.com/doc](http://refreshbrand.com/doc).

---

## Compulink



### Compulink Showcases Eyecare Specific Artificial Intelligence EHR Solution

[Compulink Healthcare Solutions](#), a nationally recognized leader of optometric EHR and Practice Management solutions, demonstrated the latest enhancements to [Eyecare Advantage™](#) at the International Vision Expo West. This includes new artificial intelligence (AI)-enabled features in a release called Advantage SMART Practice™.

Advantage uses AI technology and real-time data from the clinic to completely automate tasks such as billing, along with eliminating steps to improve patient flow.

AI-driven enhancements include:

- **Advantage SMART Workflow™**: Advantage knows which patients are being seen based on their room assignment and automatically displays their record when needed. The system also lets providers and staff know who is waiting, where they need to go next, and keeps them constantly informed for maximum efficiency.
- **SMART Automated Billing, Eligibility & ERA Posting**: Using the Advantage PracticeWatch™ task automation engine, staff can schedule eligibility, claims submission, and remittance posting to run unattended. Advantage also automatically populates a claim edit workload to quickly identify and correct issues.
- **Advantage SMART Patient Engagement™**: Advantage automatically communicates personalized content directly to the patient's mobile device. This includes information about products and services specific to each individual patient as they arrive at the office and move through the normal patient workflow.

“We expect this release to take our client's efficiency across their entire clinic to a whole new level,” said Link Wilson, CEO and founder of Compulink. “Our SMART billing features will reduce the amount of time required to generate and work claims by about 90%. With our SMART workflow engine, we're looking for patient throughput to increase by as much as 15% or more. And with our mobile patient engagement, the ability to engage patients in their own care while growing your patient base is really limitless.”

The company's 2015 ONC Certified system is used by more than 20,000 providers in more than 4,700 locations and 17 schools and colleges of optometry. Built on a single database, the Advantage all-in-one solution includes a eyecare-specific EHR, practice management, optical POS and inventory management, patient engagement, workflow optimization and procedure opportunity reminders. The company also provides an expert revenue cycle management service for its clients.

---

## CooperVision



### CooperVision's Popular OptiExpert™ App Now Available in the U.S. & Canada

Inventive Digital Tool Offers Proven Multifocal and Toric Contact Lens Calculators plus Patient-Ready Oxygen Profiles.

A digital reference used by tens of thousands of eye care professionals (ECPs) worldwide is coming to the United States and Canada for the first time. CooperVision's OptiExpert™ app provides a series of tools that aid in contact lens-related decision support and patient communication, including confidence-building multifocal and toric calculators plus oxygen profiles.

The innovative app—which has been updated with U.S. and Canadian data—is available for free for iOS and Android devices, and can be downloaded from the Apple App Store and Google Play. With this launch, OptiExpert™ is now available in 15 languages and 76 countries and territories, and is regularly used by thousands of ECPs each month.

“CooperVision designed OptiExpert™ in partnership with ECPs to ease multifocal and toric contact lens fitting, save chair time and make the patient experience better than ever,” said Michele Andrews, OD, Senior Director, North America Professional and Academic Affairs at CooperVision. “We anticipate similar reaction in the U.S. and Canada to what we’ve seen in other countries, with the app quickly becoming a favorite resource used every day in offices.”

The U.S. and Canadian versions of OptiExpert™ contain three primary features:

- A Multifocal Calculator that makes the fitting process for presbyopic patients simpler and more efficient based on spectacle prescriptions, helping ECPs select contact lenses quickly and reducing in-office time.
- A Toric Calculator that provides a timesaving model to calculate and evaluate the recommended diagnostic toric contact lens for astigmatic patients.
- Oxygen Profiles that provide credible clinical support to aid upgrade discussions with patients, delivering a clear visual demonstration of oxygen transmissibility levels of CooperVision silicone hydrogel contact lens compared to other products.

OptiExpert includes diagnostic lens recommendations from CooperVision product families, including clariti®, 1 day, MyDay®, Biofinity®, Avaira Vitality™ and Proclear®.

The app's efficacy was the subject of a scientific poster at the American Academy of Optometry Annual Meeting in San Antonio. “Validation of Multifocal Soft Lens Power Calculator in the OptiExpert™ Application for clariti® 1-day Multifocal Lens Fitting” was presented.

Hoya



### **Hoya Introduces Innovative PAL Technology that Addresses Patient Focal and Adaptation Issues When Having a Different Prescription in Each Eye**

Ophthalmic lens technology leader, HOYA Vision Care, announces the U.S. launch of iD LifeStyle 3. The new lens design will offer three variations iD LifeStyle Indoor, iD LifeStyle Urban and iD LifeStyle Outdoor – each one easily fitted based on patient preferences.

“Lens designs evolve as we learn about how patients live with their lenses. In the data collected since the launch of iD LifeStyle 2 five years ago, there was a 70/30 split between the two available designs. That told us one group was too big and there is room for further refinement,” said Nick LaManna, Global Lens Product Manager for HOYA Vision Care, North America. He continued, “iD LifeStyle 3’s foundation is our patented Integrated Dual Surface Design technology and we added the Binocular Eye Model and Binocular Harmonization Technology. The combination of the three will provide a significant improvement in patient comfort and adaptation.”

There are three key things to know about the iD LifeStyle 3 design – First, it is built on Hoya’s patented Integrated Dual Side Optics platform. Integrated Dual Side Optics is the first and only method that truly separates the vertical and horizontal components of the prescription to provide patients with maximum comfort, customization and widest field of vision in all viewing zones.

Second, is HOYA’s implementation of patented Binocular Harmonization Technology™ (BHT) and the Binocular Eye Model™. How BHT works is the right and left prescription are treated as individual components to define the required binocular lens design and then the necessary corridor length and progressive power distribution are calculated. Patented algorithms and free form processing technology are implemented to achieve the finished product. The patient benefit is most pronounced for those with anisometropia, a difference in prescription between the right and left eye, which affects 73% of presbyopes\*. The iD LifeStyle 3 lens design with BHT ensures that both eyes receive equal accommodative support, according to the needs of each eye to achieve optimal binocularity which will ensure easy adaptation.

And third is iD LifeStyle 3 has three easy to prescribe wearer profiles to choose from – Indoor, Urban and Outdoor. Indoor places emphasis on near vision focus, Urban wearers enjoy equal focus on all main vision areas, and Outdoor puts its primary focus on distance. A short conversation will quickly determine the design variation that is best suited for each patient. Options for varying the corridor are also available.

iD LifeStyle 3 is available to order. Your local Hoya Territory Sales Manager can provide you with more details.

\*Source: Hoya data: European Progressive lens 2007-2013

### **HOYA Vision Care Launches Next Generation of Back-Side Lens Technology**

Array 2 Includes Binocular Harmonization Technology™

Ophthalmic lens technology leader, HOYA Vision Care, announced today the U.S. launch of Array 2. The original Array design employed HOYA Free-Form Backside Surfacing Technology on *any* single vision lens, in *any* material and could be optimized for individual prescription for greatest performance of the lens design. The second generation, Array 2, builds on its flexible backside platform and now incorporates Binocular Harmonization Technology™ (BHT).

“It is always our goal to offer independent practices the opportunity to differentiate themselves with science, innovation and technology in our increasingly competitive market. The original Array ensured practices had the widest selection of materials available. Now with Array 2, they can take that flexibility and truly differentiate themselves with Binocular Harmonization

Technology,” said Nick LaManna, Global Lens Product Manager for HOYA Vision Care, North America. He continued, “We know that more than 7 in 10 people have a difference in prescription from their left to right eye which has an impact on adaptation and overall comfort – BHT solves these problems.”

There are three key things to know about the Array 2 design. First, Array 2 offers the broadest range of availability in lens materials, treatments and coatings making it suitable for everyday as well as second pair design. Array 2 is a versatile design that is great for younger presbyopes as well as those needing more than their previous lenses offered.

Second, is HOYA’s implementation of patented Binocular Harmonization Technology™ (BHT). How BHT works is the right and left prescription are treated as individual components to define the required binocular lens design and then the necessary corridor length and progressive power distribution are calculated. Patented algorithms and free form processing technology are implemented to achieve the finished product. The patient benefit is most pronounced for those with anisometropia, a difference in prescription between the right and left eye, which affects 73% of the population\*. The Array 2 lens design with BHT ensures that both eyes receive equal accommodative support, according to the needs of each eye to achieve optimal binocularity which will minimize non-adapts.

Third is Array 2 will be available in many of the most popular vision plans at a favorable reimbursement rate for eye care providers.

Array 2 is available to order. Your local Hoya Territory Sales Manager can provide you with more details.

\*Source: Hoya data: European Progressive lens 2007-2013

## Johnson & Johnson

### ACUVUE OASYS with Transitions Light Intelligent Technology Named Among TIME's 'Best Inventions of 2018'



*First-of-its-kind contact lens corrects vision and adapts to changing light conditions*

TIME has selected ACUVUE OASYS with Transitions Light Intelligent Technology as one of the ['Best Inventions of 2018,'](#) in its annual round-up spotlighting groundbreaking innovations worldwide. The development of ACUVUE OASYS with Transitions has created and defined an entirely new category of contact lenses that provides wearers with vision correction and reduces blaring light for all-day soothing vision.

The contact lenses – built for a modern and active lifestyle – help reduce exposure to bright light indoors and outdoors, including filtering blue light and blocking UV rays that can impact eye comfort and vision.

“Receiving this prestigious designation for ACUVUE OASYS with Transitions alongside other game-changing inventions that are improving the way we live in today’s ‘always on’ world, is a major achievement for our company,” said Ashley McEvoy, Executive Vice President and Worldwide Chairman, Medical Devices, Johnson & Johnson. “This ACUVUE innovation was born out of deep research into consumer lifestyle needs, and it took more than a decade to combine the revolutionary light-adaptive technology with these advanced contact lenses. The result are lenses that deliver a first-of-its-kind benefit, going beyond vision correction to be as nimble as consumers are in their everyday lives.”

The two-week reusable contact lens, which will be marketed by Johnson & Johnson Vision Care, Inc., continuously adapts from clear to dark and back, helping eyes adjust to changing light better than they would on their own. ACUVUE OASYS with Transitions begin to darken as soon as they’re exposed to UV or HEV light, with Transitions Light Intelligent Technology enabling the lenses to become dark in 45 seconds – and fade back from dark to clear within 90 seconds when going from outdoors to indoors. At full activation, the lenses block up to 70 percent of visible light. The revolutionary contact lens experience is designed to offer the highest level of UV protection available in contact lenses and are the only contact lenses that provide 100% protection against UVB rays.

ACUVUE OASYS with Transitions was developed through a strategic partnership between Johnson & Johnson Vision Care, Inc. and Transitions Optical Limited– combining the strengths and expertise of each company.

The contact lenses received 510(k) clearance for the attenuation of bright light from the U.S. Food and Drug Administration in April of this year, and was issued a medical device license by Health Canada in October of this year. They are expected to launch in the U.S., Canada and other select markets in the first half of 2019.

### Sightbox Releases New Website with Resources and Education to Support Doctors and Patients



Doctor-reviewed, shareable content furthers company’s vision to keep optometrists at the center of care

Sightbox, a concierge contact lens membership service offering a yearly eye exam, contact lens fitting, and the annual supply of contact lenses for monthly payments throughout the year, has launched a new website with shareable resources specifically for optometrists and eye care professionals as part of its efforts to keep doctors at the center of care.

[Doctor.sightbox.com](https://doctor.sightbox.com) demonstrates how Sightbox keeps doctors at the center of care by offering unbranded educational content that eye care professionals can share with their patients—allowing them more time to focus on patients in the exam room.

The doctor resources are reviewed and vetted by optometrists. Dr. Bradley Smith, OD, Tigard Vision Center in Portland, Ore. helped review the most recent resources on the website.

“Finding or creating resources for patients can be difficult when you’re taking care of the administrative work that comes with owning a private practice,” said Dr. Smith. “The doctor resources from Sightbox help us extend patient care outside of the exam room with easy-to-use and unbranded resources for communicating with patients.”

Content on the website includes:

- **Educational Resources:** For doctors who already educate their patients in the exam room but do not have enough time to create supplemental materials that patients can use outside the exam room—Sightbox’s doctor resources website provides doctor-reviewed materials for eye care professionals to share with patients.
- **Blog:** Many doctors have many topical interests but need an outlet to share their viewpoints or learn about others—the Sightbox doctor blog includes topics that mean the most to optometrists. Topics will continue to evolve as doctors contribute their insights to the blog.
- **FAQs:** This section serves as an outlet to answer all of the important questions we hear daily, like: *How can Sightbox benefit my practice?* or *How does Sightbox choose practices when scheduling Members?*
- **Informational Video:** Produced in an easily digestible format, the informational video helps explain how Sightbox supports the work of optometrists and helps put—and keep—patients in their chairs.

“At Sightbox, we want to make sure doctors can spend their time caring for patients in the exam room,” said Travis Rush, CEO, Sightbox. “Sightbox will continue to provide resources, content and blog posts authored or reviewed by doctors so they feel comfortable knowing that their patients are getting information about eye health from a doctor in and out of the exam room.”

To find the latest doctor-focused resources from Sightbox, visit [doctor.sightbox.com/resources](https://doctor.sightbox.com/resources).

## **Singapore National Eye Centre, Singapore Eye Research Institute and Johnson & Johnson Vision set sights on halting global Myopia epidemic**

New US\$26.35 Million Collaboration Seeks Prevention and Treatment Solutions to Address Rising Burden of Condition

The Singapore National Eye Centre (SNEC), the Singapore Eye Research Institute (SERI) and Johnson & Johnson Vision today announced a US\$26.35 million (S\$36.35 million) research collaboration to tackle myopia, or nearsighted vision, the largest threat to eye health this century. By 2050, half of the world’s population are projected to be myopic, with one billion expected to have high myopia, a severe state of the condition that can lead to retinal disease with an increased risk of blindness.

The first-of-its-kind public-private strategic partnership in Asia focused on myopia will create a deeper understanding of how the condition develops, how it progresses and how it may be intercepted. It will focus on developing predictive tools to identify those who may be at risk to develop high myopia, conduct research on the underlying mechanisms of myopia, progress novel therapies, and discover and validate methods to prevent the onset and progression of the condition.

“The incidence of myopia is increasing at an alarming rate around the world and if left unchecked, the human and financial toll could skyrocket in the coming decades, especially in Asia,” said **Paul Stoffels, MD, Vice Chairman of the Executive Committee and Chief Scientific Officer, Johnson & Johnson**. “We are delighted to be collaborating with SERI and SNEC to better understand the underpinnings of this condition and identify ways to halt this global public health threat,” he said. “Together, we hope to bring important progress to individuals and families throughout the Asia Pacific region and ultimately,

around the world.”

“Documented increases in myopia, especially among young people, are a serious concern and if we can understand the underlying mechanisms that are contributing to its rapid rise, we can work to tackle the problem at its roots,” said **Professor Aung Tin, Executive Director of SERI**. “SERI is strongly committed to collaborating with leading companies to address eye diseases, and we are excited to be embarking on this research collaboration to break new ground against the epidemic.”

According to **Professor Wong Tien Yin, Medical Director at the SNEC**, the collaboration will bring together the right mix of resources, clinical and scientific experience, and intellect to create a leading centre for myopia research, clinical care and education practices designed to contribute substantially to regional and global efforts to fight the condition. “SNEC is honored to be working with collaborators coming together to address the growing burden of myopia,” Professor Wong said. “By leveraging the diverse strengths of our clinicians, clinician scientists and strategic partners to establish new disease frameworks and share this knowledge across world communities to help eradicate myopia.”

Myopia is the number one eye defect in the world. Myopia increases risk of retinal degeneration and detachment, cataracts and glaucoma. Unchecked, it will become the leading cause of irreversible vision impairment and blindness. The condition occurs when the eyeball becomes elongated due to environmental and genetic factors. Few modalities are currently approved by regulatory bodies to control myopia.

### **Significant Burden Projected Worldwide, With Biggest Impact in Asia**

- Five billion people globally are expected to have myopia by 2050.
- East Asia and Singapore will shoulder the greatest impact, with current prevalence rates among young people as high as 80 to 97 percent concentrated in urban areas.
- Children are most vulnerable. For example, in China, among children ages six to 18, myopia prevalence rises from less than 10 to 80 percent. Children who go on to develop high myopia are at a high risk for a lifetime of severe eye disease and permanent vision loss.
- In Singapore, one in two children develop myopia by the age of 12, and 75 percent of teenagers are myopic and rely on glasses.
- Uncorrected distance refractive errors, largely caused by myopia, are already estimated to cost global healthcare systems US\$202 billion annually and this cost will rise exponentially with increased prevalence and severity of myopia in coming decades.
- In Singapore alone, the annual direct cost of optical correction of myopia for Singaporeans has been estimated at US\$755 million (S\$1.04 billion).

Due to the complexity and scale of myopia, halting the epidemic will require a multidisciplinary approach that encompasses novel clinical research as well as innovations in education and clinical care. SNEC, SERI and Johnson & Johnson Vision intend to build on these efforts and convene other stakeholders to support broad-based strategies.

Johnson & Johnson Vision brings to this initiative deep expertise in optometry and ophthalmology backed by the strength, capabilities and reach of the Johnson & Johnson Family of Companies, which are committed to solving complex global public health challenges. SERI and SNEC have a strong track record of high-impact eye research and excellence in clinical care that has paved the way for improvements in how eye diseases are detected, prevented and treated in Singapore, across Asia and on a global scale.

### **Two Studies Measure Performance of ACUVUE OASYS with Transitions Light Intelligent Technology Contact Lenses in Simulated Sunlight, Day and Night Driving Conditions**

- First-of-its-kind photochromic contact lens delivered improved visual function compared to transparent contact lenses in simulated sunlight
- Subjects wearing photochromic contact lenses performed equal or better across several measures in daytime and nighttime driving compared to wearing transparent lenses alone or with photochromic spectacles

Johnson & Johnson Vision announces that data from two new studies on the visual effects of photochromic contact lenses was presented at the 2018 American Academy of Optometry Annual Meeting in San Antonio (Academy 2018 San Antonio). Both

studies were among the 'most newsworthy' at the meeting, as selected by the American Academy of Optometry. These are the first scientific presentations focused on photochromic contact lens technology since the lenses received 510(k) clearance from the U.S. Food & Drug Administration (FDA) in April.

### **Comparing the visual effects of photochromic and clear contact lenses**

In a study of 58 subjects, there was a clear benefit to visual function when comparing the activated photochromic contact lens with a transparent contact lens on the same individual in simulated sunlight conditions. Specifically, compared to eyes wearing transparent contact lenses, eyes wearing the photochromic contact lenses experienced, on average:

- 43% faster photostress recovery (vision recovering after exposure to bright light); in a real-world scenario, this can represent up to five seconds faster recovery of vision
- 38% less squint
- 27% less impairment of vision (when bright light reduces visibility, or disrupts vision)
- 32% improved chromatic contrast (when one color stands out more than another)

"In real-world environments, people are exposed to a variety of lighting conditions, and sunlight can be one of the most disruptive conditions for eyes and visual function," said Billy R. Hammond, PhD, Professor of Behavioral and Brain Sciences at the University of Georgia. "Based on these study results, we see that photochromic contact lenses can provide true visual benefits during outdoor activities."

### **Photochromic contact lenses' impact on daytime and nighttime driving performance**

In daytime and nighttime driving conditions, 24 subjects wearing photochromic contact lenses demonstrated equal or better performance across several measures compared to subjects wearing transparent contact lenses alone or with photochromic spectacles.

"Interestingly, subjects wearing the photochromic contact lenses were able to read road signs from about 17.8 meters farther away at night than subjects wearing non-photochromic lenses," said John R. Buch, OD, Senior Principal Research Optometrist at Johnson & Johnson Vision Care, Inc.

### **Availability of ACUVUE OASYS with Transitions Light Intelligent Technology**

Earlier this year, Johnson & Johnson Vision announced it had received 510(k) clearance from the FDA 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 all-day soothing vision. These contact lenses quickly and seamlessly adjust from clear to dark in response to changing light conditions, reducing exposure to bright light indoors and outdoors, including filtering blue light and blocking UV rays. ACUVUE OASYS with Transitions Light Intelligent Technology will be available in the United States in the first half of 2019.

---

## National Vision



### **National Vision Challenges Optometry Students to Consider Their Role in Public Health Through 2018-2019 Grant Program**

*Third- and Fourth-Year Optometry Students Are Eligible to Win Up to \$5,000.*

National Vision Holdings, Inc. (NASDAQ: EYE), one of the nation's largest optical retailers providing quality, affordable eye care and eyewear, is now accepting entries for its annual grant program. Now in its fourth year, National Vision is focusing this year's program on optometrists' role in public health, as many of the health issues that can be diagnosed during an eye exam are being seen at high volumes and are considered significant public health issues. The company is challenging students to explain how they will make an impact by combatting a national or regional public health issue as a future Doctor of Optometry for a chance to win a \$5,000 grant.

To enter, applicants must be a third- or fourth-year optometry student attending a school in the US. Students are asked to choose a public health issue and write a 500-word essay or create a short video (no longer than five minutes) that addresses questions such as:

- How would the public health issue you selected present itself during an eye exam?
- What steps can a Doctor of Optometry take to proactively combat that public health issue?
- Have you gained experience with any public health issues during your externships or through clinical experience?

A flyer with additional information and entry requirement details is available on the Students section of the Optometry Careers page at [www.nationalvision.com](http://www.nationalvision.com).

"The importance of optometrists in addressing public health issues cannot be overstated," said Alexander Smith, OD, Vice President, Professional Services, National Vision. "Optometrists are many times the first health care providers to detect such health issues, and we play a critical part in the path to diagnosis and treatment. Whether the issue is pervasive like diabetes or a regional concern like Lyme disease, the optometry profession can and should make a difference."

All submissions and questions regarding the 2018-2019 program should be sent to [Carly.Schenck@nationalvision.com](mailto:Carly.Schenck@nationalvision.com) by January 31, 2019. The winners, including two runner-up recipients, will be announced before March 1, 2019.

## Interprofessional Education showcased in San Antonio during Academy

The Interprofessional Education and Collaborative Practice (IPECP) Committee continues to be an active component of the Association of Schools and Colleges of Optometry (ASCO).

At the November 2018 Annual Meeting of the American Academy of Optometry (AAO) in San Antonio, Texas, the members of the ASCO IPECP Committee served as speakers for a 2-hour Symposium of the Optometric Education Section entitled “Creating, Implementing, and Sustaining a Culture of Interprofessional Education (IPE) in Schools and Colleges of Optometry.” The components of the well-attended Symposium included:

- Why is this IPE Symposium Important?
- IPE in a University Setting
- IPE at a Single Purpose Institution
- An Administrator’s Perspective on IPE
- Panel Discussion: The Student Perspective on IPE

Given the location of the meeting, the Symposium included active participation from members of the University of the Incarnate Word (UIW) community. The UIW Provost Emerita provided the Administrator’s Perspective; UIW students from optometry, pharmacy, and physical therapy comprised the Student Panel; and, the UIW Associate Provost for Health Professions, Dean of the School of Physical Therapy, and Dean of the Feik School of Pharmacy attended as guests.

To complement the IPE Symposium, the ASCO IPECP Committee also conducted a Workshop entitled “Toolkits and Resources for Interprofessional Education and Collaborative Practice Initiatives in Optometry.” The penultimate version of the ASCO IPE Toolkit, A Guide to Effective Interprofessional Education and Collaborative Practice Experiences in Optometric Education, was introduced at this Workshop. A unique feature of the ASCO IPE Toolkit, which is anticipated to be completed in Spring 2019, is that it will contain an IPE Exemplar Project from every ASCO member institution.

Consistent with its strategic plan, ASCO is actively exploring the formation of an IPE Special Interest Group (SIG). An informational meeting was conducted at the AAO Annual Meeting which was well attended by actively engaged participants. Completion of the ASCO SIG Application is actively underway.

## AZCOPT, CCO Offer Virtual Reality Labs for Student Training



Midwestern University's optometry programs are among the vanguard of U.S.-based optometry programs, offering virtual reality simulated heads for students to practice disease diagnosis.

The Arizona College of Optometry (AZCOPT) and the Chicago College of Optometry (CCO) offer cutting-edge simulation technology via the Virtual Reality Lab, which provides students with a "virtual head" that contains three-dimensional eye models. These virtual reality systems give instructors the ability to simulate a wide variety of vision issues that students can diagnose hands-on in a realistic simulated environment.

Using this technology, students can make a detailed assessment of ocular structures; learn to identify signs of diabetes, hypertension, and cancer; and prepare for clinical situations that they will face as third- and fourth-year students, treating actual patients at the Midwestern University Eye Institute.

---

## Dr. Donald R. Korb Joins the Faculty at New England College of Optometry



New England College of Optometry (NECO) announces that Donald R. Korb, an alumnus, has joined the faculty as an Adjunct Professor. Dr. Korb is recognized as an international authority on dry eye, having named and described meibomian gland dysfunction (MGD), the leading cause of dry eye, and co-inventing two of the leading dry eye products currently marketed.

As a Boston area researcher, lecturer, innovator, inventor, and practicing optometrist, Dr. Korb has more than 60 patents and 110 publications in referred scientific journals. He has discovered and named three ocular conditions which have proven foundational. He has received more than 40 major honors, was elected to two halls of fame and awarded three honorary degrees.

Dr. Korb's work has included creating examination methods and products to enhance patient care, achieved by co-founding five research companies. He brings to NECO his extensive background of developing innovative treatments and products, collaborating with optometric leaders throughout the world, and conducting groundbreaking research.

Dr. Korb began his career focusing on improving contact lenses. He invented the contact lens design which remains the foundation of the modern contact lens. This work on contact lenses began a lifelong passion for creating innovations in eye care that Dr. Korb continues to this day. He has combined practice and research throughout his career. His contributions have impacted the care of more than 50 million contact lens patients and tens of millions of dry eye patients.

NECO President Howard Purcell notes, "Dr. Korb's participation at NECO is a phenomenal chance for our students to have the opportunity to learn from a successful doctor and optometric leader who has pushed the bounds of what optometry can accomplish to help people change the way they see the world. Dr. Korb embodies the sense of leadership, innovation, service, and lifelong learning that we strive for at NECO."

"The impact of science and technology guarantees an exciting future for eye care," Dr. Korb explains. "I look forward to working with students to help them see how their passion and drive can provide an exciting career and also move the profession and eye care forward."

---

## Hundreds of New Yorkers Attend University Eye Center Health and Wellness Expo



Young Health and Wellness Expo attendees enjoy the fun glasses on the step-and-repeat

More than 800 New Yorkers attended Health and Wellness Expo 2018, University Eye Center's open house, on Saturday, August 4.

The annual Expo brings community partners together to promote healthy behavior changes and reduce risk factors for disease. Attendees of all ages, including children and senior citizens, braved the rainy conditions for access to free vision, dental, podiatry, blood pressure and diabetes screenings, wellness activities and public health information.

This year's exhibitors included the American Red Cross, FDNY, NYPD, Lifeways Nutrition, Hunger Free NYC, YMCA, the Department of Aging, Memorial Sloan Kettering Cancer Center, Visiting Nurse Service of New York and The Floating Hospital.

## In Memory of Dr. Freddy Chang



Longtime optometric educator and retired Southern College of Optometry Professor Freddy Chang, OD, PhD, passed away on Nov. 17, 2018, at the age of 83.

Freddy was born on September 18, 1935 in mainland China to Lennox Chang and Ulan Lai. In 1970, Freddy completed his optometry degree from the University of Waterloo, Ontario, Canada followed by a PhD in 1976 from Indiana University.

After a short stint as Assistant Professor at the University of Alabama Birmingham, he returned to a faculty position at Indiana University where he earned tenure and raised his family. While his accomplished career also included serving as Associate Professor at Southern California College of Optometry in Fullerton, California, as Chief of the Optometry Section at the Veterans Administration Outpatient Clinics in Los Angeles and La Jolla, California, and Director of Clinical Research at Vistakon in Jacksonville, Florida, he was proud to retire in June 2017 from Southern College of Optometry in Memphis, Tennessee after serving as professor for 15 years.

Freddy's contributions to the field of optometry as a highly published researcher and frequent presenter are significant, but his legacy lives on in the many students whose lives he touched. He loved teaching. It was truly his life's work and greatest passion. He once told a colleague, "If I teach the way I am supposed to, I'll be able to live on another 40-50 years through my students." He will forever be remembered as a favorite professor, respected mentor and colleague, generous friend, and beloved father and grandfather.

Freddy is survived by his children, David Chang (and wife Bee Ng) of Sunnyvale, CA, Warren Chang (and his children Caitlyn, Caroline, and Christopher) of Bloomington, IN, and Colin Chang (wife Joellan, and their sons Owen and Sam) of Bloomington, IN, wife Fleda Belcon-Chang of Memphis, TN, and nine brothers and sisters.

In honoring Freddy's wishes, there will be no funeral services but rather a family burial of his ashes in Trinidad. If desired, memorial contributions may be made in his honor to: The Freddy Wilfred Chang Scholarship, Southern College of Optometry, 1245 Madison Avenue, Memphis, TN 38104.

---

## Montgomery County, Pa. School Vision Program Honored



The Eye Institute (TEI) of Salus University was recently honored with the Montgomery County School Nurse Association's (MCSNA) Health Partnership Award.

TEI was selected in recognition of its School Vision Programs, which provides comprehensive vision care services and eyeglasses throughout the academic year to students in Philadelphia, Montgomery, and Delaware counties.

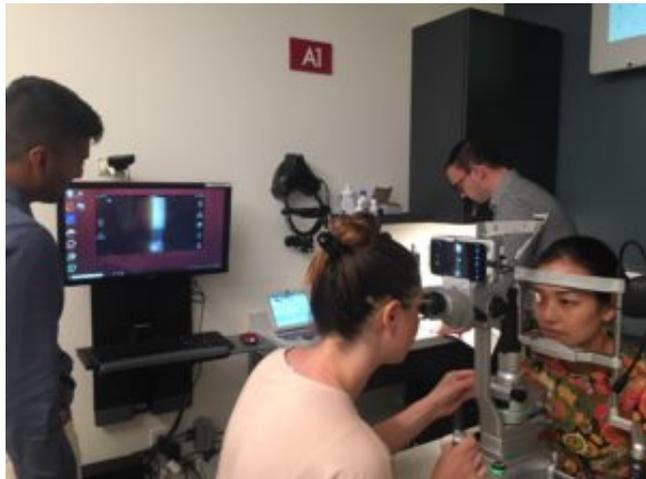
Dr. Michael H. Mittelman, president of Salus University, Dr. Brandy Scombordi, pediatric optometrist and coordinator of Salus University's School Vision Programs, Dr. Luis Trujillo, main provider at TEI's Norristown satellite and Cathie Muhr, an optician, who also helps facilitate care were all on hand to accept the honor.

In the Norristown Area School District, eye care is provided through a school-based vision clinic. On a rotating basis and based on need, portable exam equipment is transported directly to each school. While in several other Montgomery County school districts including Cheltenham, Jenkintown, and Abington, eye care is provided using the Mobile Vision Care Unit. The "Big Red Bus," as it is affectionately nicknamed, includes all the essential equipment needed to complete a comprehensive vision exam.

Through the School Vision Programs, students receive an eye exam and if needed are fitted with two pairs of glasses – one for home and one for school. In the 2017-2018 academic year, TEI's vision care team provided comprehensive eye exams to more than 300 children and dispensed more than 500 pair of eyeglasses to children in school districts throughout Montgomery County.

---

## NECO Hosts STAPLE Contact Lens Program at CTC



On Sunday, September 16, 2018, New England College of Optometry (NECO) hosted 140 students at the NECO Clinical Training Center (CTC) to participate in the fall STAPLE program (Soft Toric and Prebyopic Lens Education). STAPLE includes two separate workshops during the year, one held in the fall focused on soft-toric contact lenses, and one in the spring semester featuring soft multifocal contact lenses. Both workshops provide a hands-on contact lens workshop for third year students in the four-year OD program, as well as AODP and ASIP programs.

STAPLE is a collaborative effort on behalf of Alcon, Bausch + Lomb, CooperVision, and VISTAKON, a division of Johnson & Johnson Vision Care. The STAPLE program brings together optometry students in the US and Canada with industry representatives to provide hands-on experience and exposure to different products. Representatives from each company were on hand to assist students and answer questions on soft toric contact lenses. Students were able to fit four types of toric lenses on volunteer patients. The STAPLE program notes, “The goal of these multi-company workshops is to provide generic education that will benefit the student through a valuable lens fitting experience in the soft toric and multifocal lens categories.” (source: [www.stapleprogram.com](http://www.stapleprogram.com))

This year, the program was held in the new NECO Clinical Training Center. NECO faculty member Anita Gulmiri, OD notes, “The CTC space helped make the program a huge success.” The technology and design of the space allowed for increased participation and review by students.

The program began with a one hour lecture on soft toric contact lenses, followed by a two hour workshop on fitting at least four types of soft toric lenses, represented by four separate manufacturers. Dr. Gulmiri explains, “The space allowed the manufacturer representatives to work directly with students to help them fit the lenses. We were able to project the video slit lamp onto each computer in the lens so more students could view the lenses simultaneously.”

---

## New Textbook: Clinical Cases in Eye Care edited by SUNY Optometry's Dr. Mark Rosenfield, et al.



Dr. Mark Rosenfield

SUNY Optometry professor Dr. Mark Rosenfield has edited a new textbook, *Clinical Cases in Eye Care* (Wolter Kluwer, October 2018) with Dr. Denise Goodwin, Pacific University, and Dr. Eunice Myung Lee, Southern California College of Optometry.

The textbook provides more than 120 clinical case examples to illustrate the current scope of primary eye care practice. Experts discuss a wide range of conditions commonly seen in today's practice, including refractive, perceptual, binocular vision, anterior and posterior segment, neurological and systemic disorders.

The editors asked experts to submit examples of conditions encountered on a regular basis in the clinical setting. While perhaps less exciting than more esoteric cases, Dr. Rosenfield believes they have greater value as teaching tools as the 'once-in-a-lifetime' occurrence may never be seen by most practitioners. "Many clinicians use their own personal patient encounters as teaching tools, but they may not provide a sufficiently wide scope to cover the range of topics required with a comprehensive curriculum," he said.

Contributors include College faculty – [Dr. Harriette Canellos](#), [Dr. Julia Canestraro](#), [Dr. Kenneth Ciuffreda](#), [Dr. Myoung-Hee Han](#), [Dr. Tamara Petrosyan](#), [Dr. Joan Portello](#), [Dr. Jerome Sherman](#) and Dr. Barry Tannen – and alumni.

## Pacific University College of Optometry Dean Dr. Jennifer Coyle Receives National Honor



Pacific University College of Optometry Dean Jennifer Coyle (right) with fellow alumna and former colleague Col. Carol Rymer (US Army).

Pacific University College of Optometry Dean [Jennifer Coyle '90, OD '93, MS '00, FAAO](#) has been honored as the recipient of the 2018 *Women in Optometry* Theia Award of Excellence for Education.

Coyle was among [seven optometrists the publication honored for their contributions](#) to the profession and recognized at the annual American Academy of Optometry Meeting held in San Antonio on Nov. 8.

The Theia Awards of Excellence are named for Theia, the Greek goddess of vision or sight.

“Jenny is a wonderful colleague with unique education and leadership skills and a willingness to give her many talents to help advance her students, the college and the profession,” said Dr. Stanley Yamane '65, OD '66, who nominated Coyle for the honor.

Coyle received the honor with several Pacific alumni, faculty and staff colleagues in attendance, including doctors Yamane, Tad Buckingham '92, OD '94, Michela Kenning OD '12, James Kundart OD '99, Hannu Laukkanen '83, OD '84, MEd/VFL '94, JP Lowery OD '93, MEd/VFL '96, Bree McGhee OD '17, Col. Carol Rymer OD '92 and staff members Marcie Brown, Miki Buckingham and Nora Garfias-Lopez.

“I am truly humbled by this honor,” Coyle said. “I have had an amazing 25-year career at Pacific, advocating for our constituents in optometry, and to be honored for what I love to do is a bit surreal.”

Coyle said she is most proud of the accomplishments of the approximately 2,100 Pacific optometry students she has had the pleasure of meeting and working with during her tenure at Pacific, as well as alumni who “routinely find their bliss” through a profession that helps.

“I’m very blessed to have such great friends and colleagues,” she added. “I couldn’t do what I do without the support and passion each of them exhibit on a daily basis.”

The award is just the latest in a long list of honors for Coyle, who has also been selected as the first female president of the Association of Schools and Colleges of Optometry (2013), Oregon Optometrist of the Year (2010), chair of the Oregon Optometric Physicians Association Advocacy Committee (2009), and one of *Vision Monday*’s 50 Most Influential Women in

Optical (2006). She is also a Fellow in the American Academy of Optometry, Diplomate in the AAO Section on Cornea, Contact Lenses and Refractive Technologies, and a Diplomate of the American Board of Optometry.

Pacific University's College of Optometry prepares engaged learners to be optometric leaders and vision scientists through a diverse education while advancing professional and ethical eye care, scholarship and service to the community.

Under Coyle's leadership, Pacific optometry students have excelled academically, routinely scoring significantly higher than the national average on national board exams. Students also serve communities locally and globally by providing vision care services to underserved populations through the [EyeVan](#), [EyeSmile](#) and [AMIGOS](#) programs. The Pacific University College of Optometry also was [named the 2018 School of the Year](#) by the National Optometric Association.

---

## Salus PCO Participates in Special Olympics



Several Salus University Pennsylvania College of Optometry students and faculty members alike took time out of their busy schedules to volunteer at the 30th annual Special Olympics Pennsylvania (SOPA) Fall Festival. Organized and hosted by Villanova University, this year's theme was "Once Upon a Fall Fest: A Story of Bravery" and featured six Olympic-type games including bocce, long distance running, powerlifting, roller skating, soccer and volleyball.

Brandy Scombordi, OD, pediatric optometrist at [The Eye Institute of Salus University](#), was the lead doctor for optometry screenings. The optometry volunteers performed eye exams on 138 athletes, dispensed 83 pairs of prescription glasses, which were made on site, and 55 pairs of sunglasses.

SOPA provides year-round sports training and competition for more than 20,000 children and adults alike with intellectual disabilities and is the biggest student-run Special Olympics event in the world. Annually the Fall Festival garners more than 1,000 athletes, 400 coaches, and 6,000 volunteers from the Villanova Student Body, surrounding community, and corporations, while the events themselves require at least 2,000 volunteers.

---

## Salus PCO Welcomes Three New Faculty Members



Salus University's Pennsylvania College of Optometry (PCO) recently welcomed Drs. Alan G. Kabat, Nicholas Karbach and Patrick McManamon (left to right above).

Dr. Alan Kabat will provide patient care in primary care and the dry eye specialty services at The Eye Institute (TEI) of Salus University's Oak Lane location. Graduating from Rutgers University with a Bachelor of Arts degree in Biological Science, he went on to earn his Doctor of Optometry degree from the Pennsylvania College of Optometry. He then completed his residency training at John F. Kennedy Memorial Hospital in Philadelphia. Prior to coming to PCO, Dr. Kabat served as a faculty member at Nova Southeastern University College of Optometry in Fort Lauderdale, Fla., and as a professor at Southern College of Optometry in Memphis, Tenn.

Dr. Nicholas Karbach will provide patient care in the primary care services at both TEI's Oak Lane and East Falls locations. Dr. Karbach received his Bachelor of Science degree in Molecular Biology from Grove City College in Grove City, Pa., and his Doctor of Optometry degree from Salus University's Pennsylvania College of Optometry. In 2018, he completed his residency at TEI with a focus in ocular disease.

Dr. Patrick McManamon will provide patient care in the contact lens service at TEI's Oak Lane location. Dr. McManamon graduated from Saint Francis University in Loretto, Pa., with his Bachelor of Science degree in Chemistry. He earned his Doctor of Optometry degree from Salus University's Pennsylvania College of Optometry in 2017 and completed his cornea and contact lens residency at TEI the following year. That same year, he was recognized with the Johnson & Johnson Award of Excellence in Contact Lens Patient Care.

## SCO Faculty Honored



Several Southern College of Optometry faculty members recently received recognition:

- Glen Steele was presented the Distinguished Service Award by Dr. Bhagya Segu, the American Public Health Association's Vision Care Section Chair. Dr. Steele was recognized for his longtime commitment to pediatric vision and optometric education leadership.
- Dan Fuller was inducted as a Diplomate in the Cornea, Contact Lenses and Refractive Technologies section of the American Academy of Optometry. He serves as SCO's Chief of Cornea & Contact Lens Services.
- Wil McGriff was named the Tennessee Association of Optometric Physicians' 2018 TAOP Educator of the Year. He serves as SCO's Director of Service Learning.
- Whitney Hauser receive the Thea Award for Innovation from Women in Optometry Magazine. Dr. Hauser is active in lecturing and publishing about advances in the management and treatment of Dry Eye Disease.

## SCO Honors Norma K. Bowyer with Lifetime Achievement Award



Southern College of Optometry recently awarded its lifetime achievement award to Norma K. Bowyer, OD, a 1977 SCO graduate.

Dr. Bowyer is a Fellow of the American Academy of Optometry and a member of the Armed Forces Optometric Society. She has received a number of awards and honors, including the American Optometric Foundation's Ezell Fellowship and American Optometric Association's (AOA's) Keyperson of the Year Award. In 2013, she received the Distinguished Service Award from the American Public Health Association's Vision Care Section.

Bowyer has served as director of off-campus clinical programs at Southern California College of Optometry and was a practicum coordinator for the Masters of Public Health program that she helped shepherd through to accreditation at the Robert C. Byrd Health Sciences Center. She was also instrumental in supporting vision and eye health care-related initiatives in the nation's Healthy People program coordinated by the U.S. Department of Health and Human Services. She continues to consult and work on plans for Health People 2020. She was also recently re-elected as a Governing Councilor for the Vision Care Section of the American Public Health Association as well.

Bowyer serves on a number of state and national boards, advisory panels, and is active in the National Rural Health Association. As an American Optometric Association Keyperson, Dr. Bowyer joined Dr. Glen Steele from SCO's faculty in helping secure Congressional support for the InfantSEE program. That support marked the first direct funding ever from Congress for optometry.

---

## Student Research Named Newsworthy by the American Academy of Optometry



Jessica Jasien, doctoral candidate in the [University of Alabama at Birmingham's Vision Science Graduate Program](#), was invited by the [American Academy of Optometry](#) to present what was called one of the 10 most newsworthy abstracts of 2018. Jasien, a native of Rumson, NJ, presented her findings Nov. 7 in San Antonio, Texas, at the AAO's annual meeting.

Her presentation, "IOP and Intracranial Pressure Measurement with Continuous Wireless Telemetry to Quantify Translaminar Pressure Difference in Nonhuman Primates," discussed the role of cerebrospinal fluid pressure in glaucoma pathogenesis.

"We have developed an implantable pressure telemetry system that measures continuous intraocular pressure and intracranial pressure. The quantification of real-time translaminar pressure difference will help to identify how fluctuations may contribute to glaucoma onset and/or progression," Jasien said. "I am honored that my work has been found to be newsworthy by the AAO Academy Communications Committee, and look forward to the impact of this work and future of the field of vision science and glaucoma research."

AAO's annual meeting serves to provide a diverse array of groundbreaking research in optometry and vision science and relevant education on the latest practices.

---

## SUNY Optometry Students Join VOSH International Mission to Grenada



Members of SUNY Optometry's SVOSH

### Chapter

SUNY Optometry's student chapter of VOSH International (Volunteer Optometric Services to Humanity) traveled to Grenada this July to help provide eye exams to 1,286 Grenadians alongside optometrists from the organization's North Carolina chapter.

Many patients visit VOSH vision clinics every year and rely on these services for their eye care.

"We could not be more proud of [the students'] work ethic, compassion and clinical skill," said Dr. Jill Scullion, president of VOSH North Carolina and director of health policy for Envolve Vision. "We have had many students join us on these missions over the years. They should be proud of the way that they carried themselves and how they represented SUNY."

## SUNY Optometry's 2018 Alumnus of the Year: Dr. Joseph Boorady



2018 SUNY Optometry Alumnus of the Year Dr. Joseph Boorady, SUNY Optometry President Dr. David A. Heath and Alumni Association President Dr. Anna Marie Fernandez

The SUNY College of Optometry Alumni Association has named Dr. Joseph Boorady '93 its 2018 Alumnus of the Year. He was honored during the Envision New York alumni reception on Saturday, October 20 at the Princeton Club of New York.

Dr. Boorady is global vice president, ocular surface disease for Johnson and Johnson Vision. He previously served as chief operating officer of health care software company Eyemaginations and senior vice president at Carl Zeiss Meditec, but he counts his tenure as president and CEO of TearScience—which was acquired by Johnson and Johnson Vision in September 2017—as his proudest accomplishment. “I was able to use many of the lessons I gained over the years and prescribe them to the business and watch them work. It required strategy, change management, fundraising, commercial execution, team building and transformative leadership,” said Dr. Boorady.

He also attended Harvard Business School (2010) and learned the skills he needed to flex his entrepreneurial muscles, which he used to start and buy several optometry practices and continuing medical education companies over the years. “I have been fortunate to grow and learn in business as well as grow and learn in the ophthalmic arena,” he says. “Both have required a dedication to learning and hard work.”

## SUNY Optometry's Clinical Vision Research Center Study Helps Secure FDA Nod for New Imaging Tech



Dr. Mitchell Dul

SUNY Optometry's Clinical Vision Research Center sits at the intersection of government-, foundation- and industry-sponsored research to advance vision care for all. One of its latest projects is set to change the way doctors diagnose and manage ocular abnormalities.

The Heidelberg OCT-VIS Study, conducted from April 2018 to August 2018, led to 510(k) clearance from the United States Food and Drug Administration on September 17 for Heidelberg Engineering's Optical Coherence Tomography Angiography (OCTA) module. The noninvasive imaging technology is now available to use with SPECTRALIS diagnostic imaging devices to provide 3-D visualization of perfused ocular vasculature.

Dr. Mitchell Dul served as the principal investigator on the study, with sub-investigators Dr. Danielle Iacono, Dr. Daria Borah, L. Wayne Spencer and Valerie Leung, who was also the study coordinator. The study involved testing the OCTA module's ability to assess the flow of blood through vessels at the back of the eye in patients with healthy eyes and retinal vascular diseases, including age-related macular degeneration and diabetic retinopathy.

---

## SUNY Optometry's Dr. Alexandra Benavente-Perez Receives 2019 Career Development Award from the American Academy of Optometry



Dr. Alexandra Benavente-Perez

SUNY Optometry associate clinical professor Dr. Alexandra Benavente-Perez has received the 2019 Career Development Award from the American Academy of Optometry. The Academy will provide a maximum of \$50,000 in direct costs per year for up to two years, potentially renewable once for a total of up to four years of funding. The College will provide matching funds, dollar for dollar, up to \$50,000 per year for each year of funding.

Dr. Benavente-Perez was selected from a pool of applicants by an Academy committee based on her potential for growth and future major extramural funding. The funding will help support her research focused on developing a novel experimental model of progressive myopia to study the early retinal changes associated with high myopia.

The Career Development Award is designed for optometric educators and/or scientists involved in vision research as long as the case can be made for the potential to acquire future extramural funding. Preference is for innovative, original, independent, principal investigator driven projects.

---

## Third Year NECO Student and Partnership Team at Codman Square Health Center Receives Grant to Develop Sustainable Models for Vision Screenings and Follow-Up Care



Ms. Julie Alejandro, a third year optometry student, is part of the research team at the Codman Square Health Center that was awarded the 2018 Boston Children’s Hospital Community Partnership Fund (CPF). The CPF identifies and funds projects from community-based programs or organizations that seek to “improve the health and well-being of children and families” in specific neighborhoods of Boston.

Codman Academy, Codman Square Health Center and New England College of Optometry have been collaborating for the past two years to conduct vision screenings for all enrolled students at Codman Academy Charter School in Dorchester, MA. The goal of the funded project is to determine sustainable models for implementing vision screenings and ensuring follow up care for children who failed vision screenings.

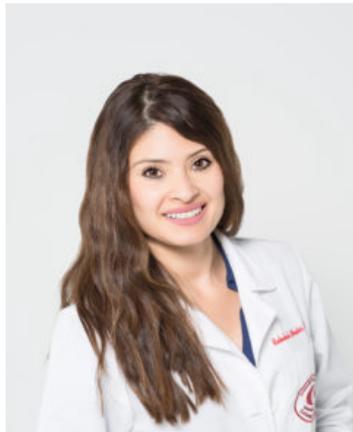
Ms. Chetna Naimi, the Partnership Director at Codman Academy, and Dr. Gayathri Srinivasan, Associate Professor at New England College of Optometry, have been working closely to establish routine vision screenings at the school, engage families in educating about the importance of children’s vision and increase access to care. “Implementing vision screenings are easy,” says Dr. Srinivasan. “The real challenge lies in ensuring children who fail screenings receive eye exams. Increasing parental awareness about vision problems in children and their impact on learning and strong advocacy from the care team in school are very important pieces to this puzzle.”

Ms. Alejandro, Class of 2020, will help generate a database to monitor pass/fail rates, track children who failed vision screenings and implement follow up protocols to engage families in making sure following services are received. She will also assist with in-house training of personnel on vision screenings to establish a sustainable model of health care delivery.

“Ms. Alejandro will work closely with the partnership team to educate, inform and empower parents about the benefits of good vision and improving their participation in a comprehensive eye exam and free eyeglasses at Codman Square Health Center and Epiphany School” says Ms. Naimi, Partnership Director at Codman Academy.

“Raising awareness among parents through educational meetings about pediatric vision problems, combined with our efforts to create a framework for routine vision screenings will help us achieve this goal,” says Ms. Alejandro. “I am confident our team will develop a sustainable eye care model based on these principles that will ensure these children receive the care they deserve.”

## UHCO Awarded National Grant



The American Optometric Association Foundation announced UHCO has been awarded a grant through the 2018 Healthy Eyes Healthy Children (HEHC) Community Grant Program. The "See Clearly Now" Project will provide grant funding to Dr. Rebekah Montes and her colleagues to promote awareness of vision issues and ocular health within an underserved community by highlighting the importance of yearly exams with an optometrist. The HEHC grant program provides awards of up to \$5,000 for innovative projects with a focus on collaborations between doctors of optometry and community resources to boost awareness and access to vision care for children.

HEHC's goal is to spread awareness and increase vision services to address uncorrected refractive error in children across the country. This grant is made possible by the generous support of the Essilor Vision Foundation (EVF). Additionally, EVF provides support of no cost glasses through the Changing Life through Lenses program.

Good vision and overall eye health are essential in childhood development but one in five preschoolers has a vision problem. Poor vision can affect a child's ability to participate in class, cause them to fall behind in their education, impact their performance in sports, among other activities. Evidence now supports that children ages 6 to 18 years should receive a comprehensive eye exam before entering the first grade and annually thereafter.

"We are very grateful for the Essilor Vision Foundation's support and our Healthy Eyes healthy Children grant. Healthy vision is one of the most important tools children need for a successful school year; when their vision suffers, so does their learning," said Dr. Jenny Terrell president of the Texas Optometric Association and supporter of the Healthy Eyes Healthy Children program.

---

## UHCO is one of the First Optometry Institutions in the US to use Anatomage Table



UHCO is one of the first optometry institutions in the nation to use the Anatomage Table, a 3D anatomy table that uses digital cadavers to teach anatomy solely for the optometry program. The world's first virtual dissection table allows users to visualize anatomy as they would on a human cadaver.

Students will learn anatomy using young and well preserved digital cadavers instead of relying fully on books and human cadavers. They will see structures in multiple dimensions, study human systems individually or in groupings, and observe content they could not see using human cadavers.

The intuitive table with no chemicals and no unpleasant smell offers students a new way of learning anatomy. They will understand context and relevance of the organs they are studying.

Partial funding from the S. R. Marco Family Foundation allowed UHCO to purchase the two Anatomage Tables.

“I want to thank David Marco and the Marco Foundation for their support. The Anatomage Table provides an innovative, world class learning opportunity for our students. In a University as diverse as ours, this will give us the opportunity to accommodate students who, because of religious, cultural reasons or past trauma could not work with human cadavers,” UHCO Dean and Greeman-Petty Professor, Earl L. Smith said.

Students can now prepare better for the national board exams with 24/7 access to study anatomy using virtual dissection. Many pre-loaded case studies including ocular case reports provide rich, immersive learning experiences.

“The S. R. Marco Foundation is delighted to provide funding to UHCO for a cause that elevates student success and has a long-term impact to the profession,” David Marco, CEO, Marco Ophthalmic said.

Established in 1982 by Seymour Marco, the S.R. Marco Family Foundation supports health schools and programs across the country, particularly those focusing on eye care. Seymour Marco was one of the first developers of soft contact lenses. Today, the family foundation is overseen by son, David Marco.

## University of Houston and Humana Announce Long-term Strategic Partnership



Collaboration Creates the Humana Integrated Health System Sciences Institute at the University of Houston.

Humana Inc. (NYSE: HUM), one of the nation's leading health and well-being companies, and the University of Houston announced today a long-term strategic partnership to train the health care leaders of tomorrow with a focus on advancing population health, improving health outcomes and expanding the use of value-based payment models.

Together, the two organizations will create the Humana Integrated Health System Sciences Institute at the University of Houston, which will unite the university's new College of Medicine, as well as the existing colleges of Nursing, Pharmacy, Social Work and Optometry. A \$15 million gift over 10 years from Humana will help defray start-up and operational costs for the College of Medicine, as well as fund endowed chairs for each of the five colleges.

The strategic collaboration is designed to graduate physicians, nurses, pharmacists and other health care professionals who are trained in population health and have a propensity for primary care and for working with the underserved.

"This is an investment in the future of our health care system, which depends on clinical leaders who understand concepts like population health, the importance of social determinants of health and the need to emphasize value over the volume of health care services provided," said Humana Chief Medical Officer Dr. Roy Beveridge. "The University of Houston is an ideal partner to continue Humana's integrated care delivery evolution because we share a vision for addressing these imperatives and for caring for individuals in underserved communities with the greatest health needs."

With its emphasis on underserved communities, the University of Houston and Humana partnership aligns with Humana's Bold Goal of improving the health of the communities it serves 20 percent by 2020 by making it easier for people to achieve their best health. Humana is taking a population health approach to pursue this goal, while working to address social determinants of health such as food insecurity, social isolation and inadequate transportation.

"Humana and the University of Houston share a commitment to helping people achieve their best health with a focus on population health, primary care and value-based care," said Renu Khator, president of the University of Houston. "We have the unique opportunity to be innovative and synergistic in our approach and curriculum. We are serious about an interdisciplinary, integrated approach to health education that will make a life-changing difference in Houston and beyond, and this transformative gift clearly positions that dream to become a reality."

Both Humana and the University of Houston expect that the partnership will yield abundant opportunities for collaboration, including:

- Adjunct professorships and teaching opportunities for Humana subject matter experts
- Opportunities to partner in shaping curricula in a wide range of topics, including value-based payment, home-based care, population health, data analytics and more
- Partnership on research and publications
- The establishment of value-based care clinic labs for University of Houston health sciences students and medical residents
- Internships and rotation programs to provide practical experience

The partnership will also build a talent pipeline of graduates that believe in, train in and will practice population health.

“At Humana, we hold physicians and clinicians in high regard, and it is gratifying to be able to support their education, with an emphasis on the important trends that are shaping the practice of medicine today,” said Dr. Worthe Holt, vice president, Chief Medical Office, at Humana. “Working with the University of Houston’s health sciences colleges will enable us to further our integrated care delivery model and substantially advance the science of primary care. Our missions perfectly align, and we are thrilled to be establishing this strategic relationship.”

“We have a commitment to the underserved in Houston, in Texas, and beyond. Training our students in and exposing them to real-world practices in population health, clinical quality and new payment models will provide them with a tremendous opportunity to improve the health of our community,” said Dr. Steve Spann, Founding Dean of the University of Houston College of Medicine.

Humana currently employs approximately 2,800 people and serves more than 1.8 million medical members in the state of Texas. The College of Medicine is scheduled to admit thirty students in its inaugural class pending approval by the Texas Higher Education Coordinating Board and Texas Legislature, and accreditation by the Liaison Committee on Medical Education. Humana’s gift contributes to the goal of raising \$1 billion in the UH “Here, We Go” Campaign, the first major fundraising campaign in more than 25 years in support of University priorities, including scholarships, faculty support, facilities and strengthening the university’s partnership with Houston and its healthcare community.

Eloise Brice, Vice President for University Advancement, noted, “This gift is perfect for the University and its trajectory to transform the lives of all in Houston and to transform the way higher education works with the business community on their strategic goals.”

---

## ASCO SIG News

### Continuing Education (CE) Directors SIG News



Tom Duchardt, Alcon, Co-Chair: Jennifer Ebert, UHCO and Co-Chair: Sandra Fortenberry, UIWRSO.

**Met:** November 9, 2018, San Antonio, Texas

**Chair(s):** Jennifer Ebert, UHCO, Amanda Johnson, UHCO, Sandra Fortenberry, UIWRSO, Holly Frost, UIWRSO

**Actions:** Assigned volunteers to begin implementing CE SIG FY18-19 Strategic Initiatives; Elected Chair (Holly Frost, UIWRSO) and Chair-elect (Michelena Buckingham, PUCO) for 2019

**Additional Topics Discussed/Speakers:** Peer lead discussion on *Best Practices* for a variety of topics that impact our programs.

**Sponsor:** Alcon

### Development Directors SIG News

**Met: November 8, 2018, San Antonio, Texas**

**Chairs:** Rachel Childress (OSU), Chair; Connie Scavuzzo (ICO), Immediate Past Chair

**Actions:** Appointment of Sommer Thompson as Chair, and Rachel Childress as Immediate Past Chair. Chair-Elect is yet to be determined.

**Discussion Topics/Speaker Highlights:** **Updates on Berkeley's Development Program**, Dr. John Flanagan, Dean, UCB; Create a Sustainable Alumni Community by Building a Virtual Alumni House, Ms. Jennifer Kelly Campbell, Associate Vice President, Alumni and Government Relations, SUNY; Turning a Blind Eye: Effects of Historical Tuition Increases on Charitable Giving at The Ohio State University College of Optometry, Mr. Michael Haddock, Director of Alumni Engagements, OSU.

**Sponsors:** Alcon, Bruder, CooperVision, Luxottica, and Vision Service Plan

### **Low Vision SIG News**

**Met:** November 8, 2018, San Antonio, Texas

**Chair:** Rebecca Marinoff, SUNY

**Actions:** Wrap up of Low Vision iBook, preliminary planning for summer meeting

**Additional Topics Discussed/Speakers:** Presumed Charles Bonnet Syndrome presented by Linda Pang, WUCO, and Cortical Vision Impairment presented by Nicole Ross, NECO

**Sponsor:** Eschenbach

### **Neuro-rehab Educators SIG News**

**Met:** November 8, 2018, San Antonio, Texas

**Chair(s):** Surbhi Bansal, OD, FAAO, FCOVD (chair); Katherine Green, OD, FAAO (co-chair)

**Actions:** Finalize core competencies for students in OD schools - reach out to all OD schools; request syllabus; Sub-committee to compile references re: neuro-optometric rehabilitation -evidence based medicine - start with list from NORA (Neuro-optometric Rehab association)

**Additional Topics Discussed/Speakers:** Create blogs/podcasts for ASCO about neuro-optometric Rehab and about SIG; Speaker: Dr. Curtis Baxstrom from the Neuro-optometric rehabilitation association - private practice doctors practice neuro-optometric rehab willing to lecture at optometry schools (in-person and via Skype)

**Sponsor:** None

### **Public Health Educators SIG News**

**Met:** November 8, 2018, San Antonio, Texas

**Chair:** Mort Soroka, SUNY

**Actions:** Discussion on further use of the approved *ASCO Guidelines for Public Health and Environmental Vision Core Competencies and Learning Objectives* document once approved to recommend public health related content on NBEO examinations and to update ACOE curriculum assessments, to survey members on placement in their curriculum, and to charge each SIG representative to advocate for filling the gaps identified in such a curriculum review; Charge to submit questions as a group to NBEO for PHEV section; Change of officer position length from 1 to 2 years in length.

**Additional Topics Discussed/Speakers:** Status of a central PHEV teaching resource site including teaching techniques, course outlines, video links, etc.; Development of Casebook on Optometry and Public Health; "Public Health Optometrists" who are they, what positions do they occupy?

**Sponsor:** None

## **Residency Educators SIG**

**Met:** November 8, 2018, San Antonio, Texas

**Chairs:** Dr. Doug Hoffman and Dr. David Loshin

**Discussion Topics/Speakers:** ASCO Residency Affairs Committee Update, Dr. David Loshin; ORMatch Update, Dr. Deanna Lum; Accreditation Council on Optometric Education Update, Dr. Darin Paulson; AAO Residents Day Update, Dr. Amy Grimes; ASCO Remarks, ASCO President Dr. David Damari; VA Residencies Update, Dr. John Townsend; Task Force on Sub-Specialization in Optometry Update, Dr. David Heath; AOSA and Promotion of Residencies; Ms. Annabelle Storch (AOSA President); Perspective from a Current Resident, Dr. Alicia Hanley

**Roundtable Discussions:** Assessment of trends in the number of students pursuing residencies; Develop a collaboration with the Residency Affairs Committee, Residency Educators SIG, AAO and AOSA to explore ways to educate students about residencies.

**Sponsors:** Alcon and National Vision

---