

# EYE on EDUCATION

---

May 2017



**Association of Schools and  
Colleges of Optometry**  
6110 Executive Blvd, Suite 420  
Rockville, MD 20852  
Tel: (301) 231-5944  
Fax: (301) 770-1828

## Table Of Contents

<b>President's Column</b>	4
<b>ASCO Compiles Latest Annual Survey Data</b>	6
<b>ASCO Offers 3rd Online Clinical Educators Forum -- Registration Now Open</b>	7
<b>ASCO Podcast: Misconceptions of Optometry</b>	8
<b>ASCO Representatives Attend Global Forum</b>	9
<b>ASCO Welcomes Intern Amanda Howarth</b>	10
<b>ASCO's Future Faculty Program</b>	11
<b>ASCO's Refreshed Website and New Domain Name -- <a href="http://optometriceducation.org">optometriceducation.org</a></b>	12
<b>ASCO's Volunteer Culture Discussed as Part of Strategic Plan</b>	13
<b>August 2017's Solar Eclipse: An Extraordinary Sight to See (with protected eyes)</b>	14
<b>Optometry Groups Meet to Discuss Industry-Wide Issues</b>	16
<b>Santa Fe is Backdrop for ASCO Board of Directors Meeting</b>	17
<b>Visit Booth 707 at Optometry's Meeting 2017!</b>	18
<b>10-Week Student Internships Available</b>	19
<b>A New Focus on Schools: Grand Rounds</b>	20
<b>Alcon Launches New Digital Vision Care Marketing Portal for Eye Care Professionals</b>	21
<b>Alcon Offers AIR OPTIX® and DAILIES® Choice Programs to Improve Patient Access to Affordable Contact Lens Wear</b>	22
<b>Alcon Supports Eye Health with Charitable Giving of Nearly \$73 Million in 2016 and Renews Commitment to Think About Your Eyes</b>	23
<b>Bausch + Lomb And Nicox Announce PDUFA Date For Novel Glaucoma Candidate Latanoprostene Bunod</b>	24
<b>Bausch + Lomb Educates Over 200 Eye Care Professionals During B+Lieve™ Symposium in San Francisco, CA</b>	25
<b>Bausch + Lomb Introduces Biotrue® ONEday for Astigmatism Contact Lenses</b>	26
<b>CooperVision Begins Rollout of Avaira Vitality™ toric</b>	27
<b>CooperVision's clariti® 1 day toric Contact Lenses Now Available in 90-Pack</b>	28
<b>Enhanced Imaging Coming in RevolutionEHR</b>	29
<b>Essilor Announces The Addition of No Interest Financing to Popular Power of Vision Program</b>	30
<b>Johnson &amp; Johnson Completes Acquisition of Abbott Medical Optics</b>	31
<b>Johnson &amp; Johnson Vision Expands Portfolio to Reach More Patients with ACUVUE OASYS® 1-DAY Brand Contact Lenses for ASTIGMATISM</b>	32
<b>LensFerry® S Expands to Include All Contact Lens Modalities</b>	33
<b>Making Sense of Lenses</b>	34
<b>Meet CooperVision's 2017 Best Practices Honorees</b>	35
<b>National Vision Inc. Awards Three Optometry Students Through its 2016-2017 Grant Program</b>	39
<b>National Vision's Support to SVOSH Continues</b>	40
<b>New Data Show Contact Lenses Feel Like New After Using CLEAR CARE® PLUS with HydraGlyde</b>	41
<b>SeikoVision Launches Sensity-Light Reactive Lenses and Distortion-Free Optics</b>	42
<b>Topcon Introduces a Dual Instrument Tabletop for the IDS-300 Refraction Desk</b>	43
<b>Topcon Introduces the AIT-W1 and AIT-W2 Adjustable Instrument Tables</b>	44
<b>Topcon Introduces the New SL-D301 Slit Lamp with Three Magnifications, Photo and Video Capability and an Affordable Price</b>	45
<b>Topcon Medical Systems and M&amp;S Technologies Partner on Computerized Vision Testing Systems</b>	46
<b>Topcon's 3D OCT-1 Maestro Receives FDA Clearance in the U.S.</b>	47
<b>Transitions Optical Announces 2017 Diversity Advisory Board Members</b>	48
<b>Transitions Optical Revamps Product Availability Guide to Include Updated Information, Sunwear Products</b>	49
<b>Two Exciting Projects Underway at Salus University, PCO</b>	50
<b>BlazerVision Improves how UAB Student-athletes Play the Game</b>	51
<b>Dr. Arol Augsburg Honored with Industry Award</b>	52
<b>Dr. Elizabeth Steele Named Optometric Educator of the Year</b>	53
<b>Dr. Gregory S. Moore Elected Surgical Curriculum Member for AOA</b>	54

<b>Dr. Jan Bergmanson named Contact Lens Educator of the Year</b> . . . . .	55
<b>Dr. Jingyun Wang of Salus University Receives AOF Johnson &amp; Johnson Vision Care, Inc. Innovation in Education Grant</b> . . . . .	56
<b>Erin M. Kenny, OD, Named the 2016 Alfred A. Rosenbloom, Jr. Low Vision Residency Award Recipient</b> . . . . .	57
<b>KYCO Associate Dean Published in International Journal</b> . . . . .	58
<b>KYCO Collaborates with Cassini</b> . . . . .	59
<b>KYCO Faculty Members Present Poster at National Meeting</b> . . . . .	60
<b>KYCO Faculty Presents at National Meeting</b> . . . . .	61
<b>National Academies of Practice Inducts Distinguished Practitioners Fellows</b> . . . . .	62
<b>Optometry Library in Africa Receives New Life</b> . . . . .	63
<b>Pacific College of Optometry Unveils New EyeVan Mobile Clinic</b> . . . . .	64
<b>PCO's Innovative Scholars Program in Optometry to Graduate First Class in 2017</b> . . . . .	65
<b>Salus University Awarded Funds for Patient Centered Medical Home</b> . . . . .	66
<b>Salus University Learning Resource Center Renovations Complete</b> . . . . .	67
<b>Salus University PCO and Seton Hill University Announce Articulation Agreement</b> . . . . .	68
<b>Salus University Pennsylvania College of Optometry Clinical Skills Renovation</b> . . . . .	69
<b>Sieving, Gomez to Receive Honorary Degrees from SUNY Optometry</b> . . . . .	70
<b>SUNY College of Optometry Earns AAHRPP Accreditation</b> . . . . .	71
<b>SUNY Optometry's Dr. Alexandra Benavente-Perez Advocates for Vision Research Funding on Capitol Hill</b> . . . . .	72
<b>The Dr. Lorraine Voorhees Student Achievement Center Resource Room Dedicated</b> . . . . .	73
<b>The Eye Institute's Norristown Satellite Now Open</b> . . . . .	74
<b>The Southern College of Optometry is a Great Place to Work</b> . . . . .	75
<b>Industry Spotlight</b> . . . . .	76
<b>SIG News</b> . . . . .	77

## President's Column

*“Integrate what you believe in every area of your life. Take your heart to work and ask the most and best of everybody else, too.” –Meryl Streep*



Dr. Karla Zadnik.

(Photo by Jo McCulty, The Ohio State University)

I had an interesting experience recently. Some of you may know that my hobby is quilting. I was with some friends constructing a block where lining up pieces of fabric relative to each other. I did a bad job on the first try and then figured out that the aligning was what made the block look like an optical illusion with pieces of fabric appearing as if they are interwoven. Then I figured out if I aligned the strips using vernier acuity that I could make the sewing look the way it was supposed to look. Meanwhile, some quilting friends were fascinated by what I was doing. I taught them how to sew the block and more-than-they-ever-wanted-to-know about vernier acuity. I felt like I was carrying my heart to work—and play—and expecting the best of myself and my lady friends.

In these uncertain times, each day is an opportunity for each of us to evaluate the effect of our beliefs on our lives. Recently, Ohio State President Michael Drake wrote, “I want to make clear that we are steadfast in our commitment to academic freedom, the rights and well-being of all members of our university community, and our resolute support of artistic expression and scientific exploration. At our core, that is who we are and how we make a difference.” Those are strong words that articulate the best aspirations of higher education as we support our students and create and disseminate new knowledge.

Earlier this year, a dear friend and colleague from the Southern California College of Optometry, Dr. Harue Marsden, lost her five-year battle with breast cancer. She passed surrounded by family and friends. Dr. Marsden was a force of nature with an infectious laugh and a smile that lit up her face and the faces of those around her. She was smart as a whip and deeply committed to her students and residents. Dr. Drake’s words would resonate with her. She took her heart to work. She asked the most and best of everyone around her. I fully expect--in honoring her--that optometric colleagues will reach higher and achieve more.



## ASCO Compiles Latest Annual Survey Data



ASCO recently completed its annual Faculty Data and Research Survey reports. Last year's Faculty Survey included 21 institutions and this year's includes all 23 institutions in the fifty states and Puerto Rico. According to the Faculty Data Report for Academic Year 2016-2017, the total number of 1.0 FTE faculty at ASCO member institutions increased 5.4% compared with the previous year, from 716 to 755. In addition, 54.8% of 1.0 FTE faculty members are female, with the number of male 1.0 FTE faculty members decreasing 2.7% and the number of 1.0 FTE female faculty members increasing 7.8%. The report was made available to the deans and presidents of ASCO's member schools and colleges in March. More information, including ethnicity by academic rank and gender, degrees earned by academic rank and gender, recruitment sources, and percentage of full-time salary contributed for a standard employee benefits package, can be found [here](#).

In 2016, ASCO's Academic Research Committee rewrote the 2015-2016 Research Survey in order to simplify the data collection process as well as improve the clarity and utility of the resulting report. This 2015-2016 ASCO Research Survey Report was distributed to the ASCO Board of Directors in February. With one school not reporting, the report shows that the amount of direct costs awarded from July 1, 2015 – June 30, 2016 for research at ASCO member institutions totaled approximately \$32.7 million, with about \$23.5 million coming from the National Eye Institute and \$4.3 million from industry. \$14.4 million in direct costs was awarded for research in basic science, followed by \$8.1 million for research in clinical science and \$7.4 million for research in translational science. More information, including a list of direct costs awarded to each institution and information about faculty and facilities devoted to research, can be found in the [complete report](#).

---

## ASCO Offers 3rd Online Clinical Educators Forum -- Registration Now Open



Friday June 9, 2017 is the date for the third ASCO Clinical Affairs Committee (CAC) hosted Online Clinical Educators Forum (OCEF). Clinical faculty may register using this link: <https://attendee.gotowebinar.com/register/7231940255281167617>. The program is from 1:00 pm – 4:00 pm Eastern Time and will include ample time for participants to discuss the presentations.

This year's program was developed under the direction of the CAC Chair Dr. David Damari (MCO); 2017 OCEF planning group co-chairs were Dr. Stephanie Klemencic (ICO) and Dr. Kaila Osmotherly (AZCOPT). Current and former CAC members, Clinic Directors/Administrators (CD/A) SIG members, and ASCO staff are providing program and logistics oversight through the planning group. GotoWebinar is the service provider for the 2017 Forum. Generous financial support from the ASCO CD/A SIG will allow the event to again be free of charge.

The 2016 OCEF reached more than 180 clinical faculty who either directly viewed or participated in an on-campus, group-viewing setting. This year's co-chairs expect participation to exceed 200 registrants. On-site liaisons at each of ASCO's member institutions are again helping to spread the word among clinical educators and increase Forum attendance.

The three main program areas are: 1) Clinic Updates (four, short sessions -- laser techniques; anterior segment/contact lens; pediatrics/binocular vision; and glaucoma); 2) Clinical Ethics; and 3) Compliance. OCEF supports the CAC's objective of identifying ways for schools and colleges of optometry to informally share expertise and resources in clinical education, services, research and administration.

The forum enables participants to:

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

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

---

## ASCO Podcast: Misconceptions of Optometry



Take a listen to ASCO's newest [podcast](#): Misconceptions of Optometry. Two current optometry students, 2<sup>nd</sup> year Morganne Bayliss from Michigan College of Optometry at Ferris State University and Chanpreet Sawhney, a 1<sup>st</sup> year student at Salus, University Pennsylvania College of Optometry speak about their educational path through other disciplines of medicine and health care before landing at optometry school, a decision both students do not regret.

---

## ASCO Representatives Attend Global Forum



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

In April 2017, Dr. Elizabeth Hoppe, ASCO Secretary-Treasurer and Founding Dean of Western University of Health Sciences College of Optometry, and Dawn Mancuso, ASCO Executive Director, attended the Global Forum's "Exploring a Business Case for High-Value Continuing Professional Development." Workshop participants explored the financial and social return on investment for high-value continuing professional development across health and education systems and looked at various formal and informal tools, methods and models for educating the current clinical workforce.

More information about the workshop, including links to video and slide presentations, can be found [online](#).

The next workshop of the Global Forum will focus on technology and will be held in November 2017.

## ASCO Welcomes Intern Amanda Howarth



Amanda Howarth joined ASCO's team in late February. Amanda is a senior at The George Washington University majoring in public health and biology. With graduation quickly approaching, Amanda hoped to gain experience working in a non-profit organization and learn what makes a non-profit run successfully. Passionate about public health, Amanda understands the importance of good eye health and is interested in helping ASCO promote the optometric profession.

Amanda is originally from Freehold, New Jersey, although she lives in Washington, D.C. while she attends school at GW. Amanda also studied at King's College London for one semester during her junior year. Her hobbies include enjoying all the events, food and activities that DC has to offer.

Amanda's past experiences include interning for Truth Initiative, where she communicated with college student representatives from more than 40 Historically Black Colleges and Universities to help them in their efforts toward achieving tobacco-free campus policies. She has also interned for her county's Mosquito Control Unit and was a DC Health Leads Advocate at Children's National Medical Center, connecting low-income families with resources they need to stay healthy.

Amanda hopes to pursue a career in public health, specifically in planning public health promotion and prevention programs. She also hopes that she can take the skills that she obtains from ASCO and carry them with her into her future workplace. Amanda is looking forward to learning more about the profession of optometry as well as learn more about how ASCO. She is happy with her experience so far and is excited to see what ASCO has in store for her.

## ASCO's Future Faculty Program



Planning has begun for ASCO's fourth biennial Future Faculty Program, to be held April 20-22, 2018.

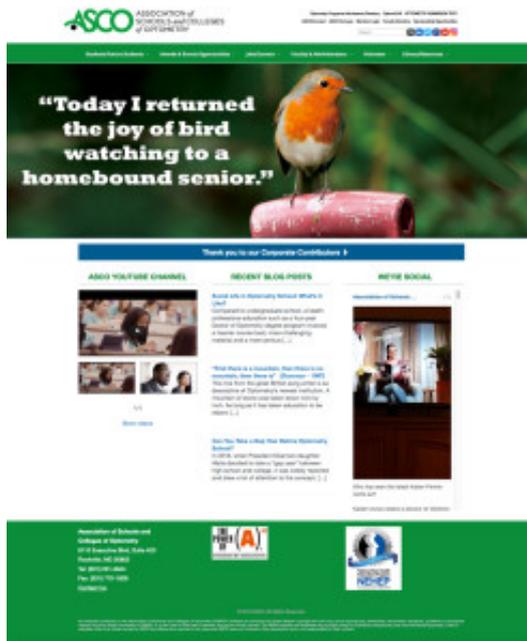
Twenty-one residents and graduate students from the schools and colleges of optometry will be selected to participate in the program, which is co-chaired by Drs. Joan Portello and Jeff Walline. The goal of the program is to provide participants with an opportunity to gain the knowledge and skills necessary to enhance their success in an optometric academic environment as career-long, productive faculty members. This program is geared toward individuals who have an OD degree or are earning a PhD.

The Future Faculty Program is an ASCO initiative aimed at addressing the strategic objective of faculty promotion and development. Program participants will meet with assigned faculty/mentors and attend sessions covering areas in teaching and learning, scholarship and academic culture. The Association thanks Walmart for funding the Future Faculty Program.

Applications for the programs will be accepted between October and February. All applications must be approved by the dean/president of the applicant's institution prior to submission to ASCO. For more information, e-mail [LaShawn Sidbury](mailto:LaShawn.Sidbury@asco.org), CMP, Director of Meetings and Special Interest Groups, or call her (301) 231-5944 ext. 3012.

---

## ASCO's Refreshed Website and New Domain Name -- [optometriceducation.org](http://optometriceducation.org)



ASCO's website, [www.optometriceducation.org](http://www.optometriceducation.org), recently went through a refresh and a domain name change. What once was [www.opted.org](http://www.opted.org) is now [www.optometriceducation.org](http://www.optometriceducation.org). Visiting [www.opted.org](http://www.opted.org) will automatically redirect to [www.optometriceducation.org](http://www.optometriceducation.org).

Minor design changes to the home page are also complete. The home page now has dedicated sections to ASCO's YouTube channel, blog, and social media feeds.

Any questions about the refreshed site? Contact ASCO's Director of Communications, Kimberly O'Sullivan at [kosullivan@opted.org](mailto:kosullivan@opted.org).

## ASCO's Volunteer Culture Discussed as Part of Strategic Plan



ASCO's Culture Task Force, chaired by ASCO President Dr. Karla Zadnik, met on March 16 to continue the progress being made in developing ASCO's comprehensive Strategic Plan. The charge of the Task Force is to analyze the responses to a recent volunteer culture survey and to make recommendations to the Board of Directors for changes to that culture to empower the Association to meet its mission in the future. The Culture Task Force discussed:

- The current state of the ASCO volunteer culture – “What Is”
- ASCO volunteer success drivers – “What Should Be”
- Cultural priorities – “What Must Be”

A future action item was identified to create sub-groups to further define and refine cultural priorities.

Members of the task force include: Dr. Karla Zadnik, OSU (chair); Dr. Kristin Anderson, SCO; Dr. Mike Bacigalupi, NOVA; Dr. Jenny Coyle, PUCO; Dr. David Damari, MCO; Dr. Larry Davis, UMSL; Dr. Keshia Elder, UAB; Dr. David Heath, SUNY; Dr. Fraser Horn, PUCO; Ms. Dawn Mancuso, ASCO; Ms. Paige Pence, ASCO; Dr. Lewis Reich, SCO; Ms. LaShawn Sidbury, ASCO; and Ms. Christine Wilmer, UCB.

This task force will continue to meet frequently over the next three months. Stay tuned to *Eye on Education* for updates.

---

## August 2017's Solar Eclipse: An Extraordinary Sight to See (with protected eyes)



by Amanda Howarth, ASCO Intern

On August 21<sup>st</sup>, 2017, individuals across the United States will wait in anticipation for an incredible and rare astronomical event – a total solar eclipse. In a *total* solar eclipse, the Moon moves between the Sun and the Earth and completely covers the Sun. The sky will become dark and will reveal the Sun's faint outer atmosphere, called its corona. The United States will experience a *partial* eclipse that may last two to three hours, but only a narrow region spanning 14 states will experience the total phase of the eclipse, lasting a maximum time of 2 minutes and 40 seconds.

Viewing the total phase of the eclipse, when the Sun is completely covered by the Moon, is safe; however, viewing periods before and after the total eclipse phase, where individuals have the opportunity to stare directly at the Sun, poses potential for visual damage. It is important to know ways to protect one's vision.

The visible and invisible rays from the Sun can damage one's eyesight. When viewing an eclipse, retinal burns or "eclipse blindness" may occur. Exposing one's eyes to such intense light can harm and sometimes destroy the eye's rod and cone cells. After just a few seconds of looking at the Sun, short-term retinal bleaching and discomfort can occur. After a few minutes, potential permanent blindness can occur. Staring at the Sun for a long time without eye protection or while using any form of optical magnification can cause thermal injuries that accompany retinal damage. Viewers may damage their unprotected eyes without realizing it because photic retinal injuries do not cause any immediate pain.

The best and safest way to watch the uneclipsed or partially eclipsed Sun is to wear special-purpose solar filters that are made to protect one's eyes. Filters made of aluminized polyester or black polymer are inexpensive choices. One can wear "eclipse glasses" with these filters or use a hand-held filtered solar viewer.

If using a telescope, binoculars, or a camera, use a special solar filter that should be mounted on the objective lens. Do not look through any of these magnification devices without a filter, even if wearing eclipse glasses. Wearing sunglasses is unsafe.

While one should make sure to use eye protection while viewing the uneclipsed or partially eclipsed Sun, the *total* phase of the solar eclipse can be viewed by the naked eye. Almost 40 years after the last eclipse in the United States, this sight is a must see.



## Optometry Groups Meet to Discuss Industry-Wide Issues



by **Amanda Howarth, ASCO Intern**

On February 18-19, 2017, the Inter-Organizational Communications and Cooperation Committee (IOCCC) met in Dallas, Texas. The following five IOCCC organizations sent representatives to the event: the Association of Schools and Colleges of Optometry (ASCO), the American Academy of Optometry (AAO), the American Optometric Association (AOA), the Association of Regulatory Boards of Optometry (ARBO), and the National Board of Examiners in Optometry (NBEO). ASCO was represented by President Dr. Karla Zadnik, President-Elect Dr. David Damari, and Executive Director Dawn Mancuso.

Topics discussed included:

- the appropriate use and development of telemedicine
- profession-wide implications of practice advancement
- the growing practice of utilizing Physician Assistants and technicians in performing eye exams in place of Doctors of Optometry
- continuing efforts to build a stronger applicant pool for optometry institutions
- possible responses to the report, *Public Health Approaches to Reduce Vision Impairment and Promote Eye Health*, which was conducted by the National Academies of Science, Engineering, and Medicine (NASEM)
- The Sub-specialties in Optometry Working Group (SSOWG) selected Low Vision Rehabilitation as the first test specialty to develop criteria, and assigned a special working group to explore how a sub-specialty in low vision rehabilitation might work. This low-vision focused working group provided an update on their progress
- An AOA-ARBO task force is negotiating the final details of the governance process for a continuing education accreditation program
- A Joint Communication Advisory Working Group (JCAWG) composed of communications staff at the five organizations is continuing to discuss the best methods for a coordinated awareness campaign

The next IOCCC meeting will occur September 8-9, 2017.

---

## Santa Fe is Backdrop for ASCO Board of Directors Meeting



### The Beautiful Landscape of Santa Fe is Backdrop for ASCO Board of Directors Meeting

The ASCO Board of Directors spring board meeting was held on March 18, 2017, in Santa Fe, New Mexico.

ASCO President Dr. Karla Zadnik presided over conversations including exploration of optometric sub-specializations; deciding where to post and how to share new Research Survey results; presentation of fiscal year 2017-2018 Budget Assumptions; recommendations for changes to Partnership Endowment policies; and proposed changes to the ASCO Awards Program.

Additional meeting highlights:

- Strategic Planning discussions resulting in a revised Vision Statement, a Culture Task Force update, and a prioritization exercise around measurable results
- presentation from Corporate Contributor Luxottica Group
- discussion surrounding possible effects of the Presidential immigration ban
- progress update from the Joint Project Team on Further Developing a Robust, Diverse, and Highly Qualified Applicant Pool

The ASCO Board of Directors next meeting and ASCO's Annual Meeting is June 20-21, 2017, in Washington, D.C.

---

## Visit Booth 707 at Optometry's Meeting 2017!



ASCO is looking forward to meeting you at our booth June 22-24, 2017 during Optometry's Meeting in Washington, DC!

Please visit us at **Booth Number 707** to learn about ASCO's Inspiring Future ODs program – a practitioner-based career marketing effort that encourages Doctors of Optometry to speak to their patients and other qualified young people about optometry as a rewarding future career.

We are looking forward to seeing you!

For more information about the program, please visit this [link](#).

---

## 10-Week Student Internships Available



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

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

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

---

## A New Focus on Schools: Grand Rounds



Keeler Instruments Inc is constantly improving and expanding our product line to build excitement about Keeler in Optometry. This year we are looking to build even stronger alliances with the Schools and Colleges of Optometry through our Grand Rounds Program.

The Vantage Plus Slimline Digital Indirect will be the focal point of our own form of grand rounds. These free exercises will be carried out by taking BIO in hand and traveling to as many college campuses as possible. We will be walking interested parties through a one-on-one demonstration to acquaint both Keeler, and non-Keeler owners with the equipment they will see at the NBEO. It is our intent to provide as much information and preparation to students as possible, and we hope to share that enthusiasm with you!

Visit us on our [website](#) and contact Trevor Donley at [tpd@keelerusa.com](mailto:tpd@keelerusa.com) if you are interested in setting up a Keeler Grand Round at your school. We look forward to seeing you at your local campus!

## Alcon Launches New Digital Vision Care Marketing Portal for Eye Care Professionals



Alcon, the global leader in eye care and a division of Novartis, announced the launch of a comprehensive marketing portal with digital resources and content to help Eye Care Professionals (ECPs) strengthen their online outreach to patients. Located on [alconODmarketing.com](http://alconODmarketing.com), the Alcon Vision Care Marketing Portal (the Portal) offers e-Marketing tools and training as well as patient educational videos and other content to help ECPs become the “go-to” eye care resource for their patients online. In terms of branded content, the Portal launched with a variety of DAILIES® materials such as social media posts, photography and logos, that will be updated on a monthly basis. Moving forward, Alcon will provide ECPs with additional digital resources and social media content to market all Alcon vision care products to their patients.

“We know that ECPs are time-strapped and don’t always have the availability or staff resources to build a strong online presence for their practices,” said Jonathan Balch, Head of US Lens Marketing, Alcon Vision Care. “Alcon’s differentiated portal allows us to partner with ECPs by providing a wide variety of resources and content so they can better market to their online audiences and build their businesses.”

The Portal will also feature training materials for ECPs and their staff to help them navigate the Portal and learn how to leverage downloaded assets on their web sites and social media channels.

In the Alcon Vision Care Marketing Portal, ECPs will find the following resources:

- **Social Media Content** that is ready for use – from information about Alcon Vision Care products to helpful eye care tips and reminders, this content will help ECPs educate patients on a variety of eye care related topics.
- **Video Content** that new and existing contact lens wearers can reference to learn more about proper contact lens care, new products, and more.
- **Brand Logos and Product Photography** that can be used on a variety of platforms including blogs, social media, email newsletters, and more.
- **Lifestyle Photography** that can be downloaded and used on the ECPs’ social media channels or websites

For more information about the Portal and to register to use the Portal, ECPs and staff can visit [alconODmarketing.com](http://alconODmarketing.com).

---

## Alcon Offers AIR OPTIX® and DAILIES® Choice Programs to Improve Patient Access to Affordable Contact Lens Wear



Alcon, the global leader in eye care and a division of Novartis, announces the launch of AIR OPTIX® Choice, a new program which aims to provide patients access to the latest technology in monthly contact lenses and an easy-to-remember replacement schedule. The AIR OPTIX® Choice Program offers significant savings on most AIR OPTIX® contact lenses, including Alcon's latest innovation, new AIR OPTIX® plus HydraGlyde contact lenses. At the same time, Alcon will extend its existing DAILIES® Choice Program, which allows eye care professionals (ECPs) to offer patients access to a convenient and compliant contact lens option by reducing the price of DAILIES® brand lenses to that of 2-week replacement lenses.

“At Alcon, we believe all patients should wear contact lenses with a healthy replacement schedule that fits their lifestyles,” said Rick Weisbarth, OD, FAAO and Vice President of Professional Affairs for Alcon US Vision Care. “To that end, years ago, we made a commitment known as the Power of One™ Program to focus our contact lens portfolio on one-day and one-month replacement schedules that help promote compliance, regular annual visits for patients, and practice growth. We demonstrate that commitment again with both the DAILIES® Choice and AIR OPTIX® Choice Programs.”

DAILIES® Choice and AIR OPTIX® Choice Programs are comprehensive support programs designed with extensive direct-to-patient advertising, encouraging patient visits to their ECP. The Programs include comprehensive, in-office support materials for ECPs and patients and help eliminate price barriers to increase contact lens access for patients.

The DAILIES® Choice Program includes up to \$200 in savings\* on a patient's first annual supply of either DAILIES TOTAL1® or DAILIES® AquaComfort Plus® contact lenses. The AIR OPTIX® Choice Program includes up to \$100 in savings\* on an annual supply for patients new to the AIR OPTIX® family of contact lenses or an existing patient that is switching lenses within the AIR OPTIX® family.

The AIR OPTIX® Choice and DAILIES® Choice Programs are both available online, allowing a simple, streamlined process for patients to submit their rebate materials. For more information about the programs, including the programs' full terms and conditions, visit [AIROPTIXCHOICE.com](http://AIROPTIXCHOICE.com) and [DAILIESCHOICE.com](http://DAILIESCHOICE.com).

## Alcon Supports Eye Health with Charitable Giving of Nearly \$73 Million in 2016 and Renews Commitment to Think About Your Eyes



Alcon, the global leader in eye care and a division of Novartis, directly supported eye health in 2016 with nearly 650 medical missions that served more than 480,000 patients around the world and facilitated more than 47,000 surgeries. The total market value of the donated products and equipment during this time is nearly \$73 million. Through the Alcon Foundation, additional cash grants of \$5.4 million were also given during the year to drive consumer awareness of eye health, provide eye exams and dispense eye glasses to patients in underserved communities through partners including VisionSpring and Optometry Giving Sight. This announcement comes at the same time that Alcon has renewed its commitment to *Think About Your Eyes*.

“Alcon strives to provide a robust portfolio of differentiated products for every patient’s unique needs, and we believe that innovation goes beyond product development,” said Sergio Duplan, Alcon Region Head of North America. “We are proud of our long history of charitable giving that directly supports patients around the world, as well as our partnership with eye care practitioners as they bring products and services to these patients. Our ongoing support for *Think About Your Eyes* is another example of Alcon’s commitment to eye health.”

Alcon, as the first major contact lens manufacturer to join this effort, will continue its support for the *Think About Your Eyes* public awareness campaign. This year, to encourage the use of healthy wearing schedules, Alcon has committed to donate \$5 million to the program for every annual supply of Alcon daily or monthly contact lenses purchased by patients, up to a total of \$2 million. Alcon has donated a total of \$6 million to *Think About Your Eyes* since 2014.

Eye care professionals (ECPs) can get involved in the effort to educate patients on the importance of comprehensive vision care by getting their practice listed on the *Think About Your Eyes* doctor locator and placing the digital *Think About Your Eyes* banner on their practice websites.

For more information on Alcon’s partnerships and corporate giving efforts, please visit the Corporate Responsibility section of [Alcon.com](http://Alcon.com). For specific information about Alcon’s partnership with *Think About Your Eyes*, ECPs can visit [ThinkAboutYourEyes.com](http://ThinkAboutYourEyes.com).

---

## Bausch + Lomb And Nicox Announce PDUFA Date For Novel Glaucoma Candidate Latanoprostene Bunod

### BAUSCH + LOMB

Valeant Pharmaceuticals International, Inc.'s (NYSE: VRX and TSX: VRX) wholly owned subsidiary, Bausch + Lomb, and Nicox S.A. (Euronext Paris: FR0013018124, COX) announced that the US Food and Drug Administration (FDA) has set a PDUFA date of August 24, 2017 for its decision on the New Drug Application (NDA) for latanoprostene bunod ophthalmic solution, 0.024%. Latanoprostene bunod is an intraocular pressure (IOP) lowering single-agent eye drop dosed once daily, for patients with open angle glaucoma (OAG) or ocular hypertension (OHT).

If approved, latanoprostene bunod would be the first nitric-oxide donating prostaglandin F<sub>2</sub>? analog for ophthalmic use.

"This is an exciting development in our journey to bring this new treatment option to the more than 3 million patients in the US with open angle glaucoma and ocular hypertension, and address a significant unmet medical need," said Joseph C. Papa, Chairman and CEO of Valeant. "Valeant is committed to delivering therapies that make a difference in patients' lives, and our work on latanoprostene bunod is a strong example of that."

"If granted, the FDA's approval of latanoprostene bunod will allow for the introduction of the first truly novel medication for these patients in many years," said Michele Garufi, Chairman and CEO of Nicox. "Additionally, latanoprostene bunod would represent the first commercially available therapy to use our proprietary nitric oxide-donating R&D platform, which we will continue to apply in the development of future innovative ophthalmic compounds."

Latanoprostene bunod was licensed by Nicox to Bausch + Lomb.

---

## Bausch + Lomb Educates Over 200 Eye Care Professionals During B+Lieve™ Symposium in San Francisco, CA

### BAUSCH + LOMB

#### *Eye Care Professionals Biotrue ONEday for Astigmatism Daily Disposable Contact Lenses*

Bausch + Lomb, a leading global eye health company, continued its successful educational and training initiative for eye care professionals with the year's first B+Lieve™ symposium in San Francisco, CA, from February 27-28, 2017. During the event, more than 200 eye care professionals were introduced to the company's newest daily disposable contact lens innovation, Biotrue® ONEday for Astigmatism, designed to provide consistently clear vision and comfort throughout the day for astigmatic patients.

"At Bausch + Lomb we are dedicated to providing eye care professionals education and training on our new contact lens innovations and how to best present these technologies to their staff and patients," said Jill Saxon, OD, director, Professional Strategy, US Vision Care, Bausch + Lomb. "The feedback and insights we receive from eye care professionals during these events is invaluable. It helps to inform our progress and also to advance our ability to offer the latest in lens technology to eye care professionals and their patients."

During the symposium, eye care professionals joined their peers in:

- Learning how the natural biology of the eye inspired the development of Biotrue® ONEday and the Surface Active Technology™ material, which helps the lens maintain 98% of its moisture for up to 16 hours
- Evaluating the evolved peri-ballast design of Biotrue® ONEday for Astigmatism, which helps the lens provide consistently clear vision and comfort throughout the day
- Receiving training on fitting techniques, and having the opportunity to fit themselves and colleagues with Biotrue® ONEday for Astigmatism and the complete family of Biotrue® ONEday contact lenses
- Discovering best practices on how to incorporate Bausch + Lomb's innovative portfolio of products, including contact lenses, contact lens solutions, eye drops and more, into their practice.

"The B+Lieve symposium provides a unique opportunity to hear firsthand from material scientists and engineers responsible for the design and development of Bausch + Lomb's contact lens technologies, as well as other doctors who've had experience with the lenses," said Mile Brujic, OD, partner of Premier Vision Group in Bowling Green, OH. "In my experience, these educational programs allow eye care professionals to fully understand how these innovative products are specifically designed to meet the needs of today's patients. By attending the symposium, I also gained valuable insights, experience, and knowledge of the tools available to allow me to offer the Biotrue® ONEday for Astigmatism contact lenses to my astigmatic patients."

The B+Lieve™ educational and training initiative first began in 2014 with the launch of Bausch + Lomb ULTRA® contact lenses and continued in 2016 to support the introduction of Bausch + Lomb ULTRA® for Presbyopia contact lenses. This year the initiative has been expanded to include a series of events throughout the country to educate eye care professionals on Bausch + Lomb's latest toric contact lens offerings.

## Bausch + Lomb Introduces Biotrue® ONEday for Astigmatism Contact Lenses



### **New Innovative Daily Disposable Lens Designed to Provide Astigmatic Patients Consistently Clear Vision and Comfort Throughout the Day.**

Bausch + Lomb, a leading global eye health company, announced the introduction of Biotrue® ONEday for Astigmatism daily disposable contact lenses. Approximately 73.2 million people in the US are astigmatic, but only 8. million people are currently wearing toric contact lenses. Biotrue® ONEday for Astigmatism helps eye care practitioners capture this astigmatic opportunity by offering patients the convenience of a daily disposable contact lens with the innovation of an evolved peri-ballast design for stability and Surface Active Technology™ to help the lens maintain 98% of its moisture for up to 16 hours.

“We are excited to complete the Biotrue® ONEday family of lenses with the addition of Biotrue® ONEday for Astigmatism,” said Guy Guglielmino, vice president of marketing, US Vision Care, Bausch + Lomb. “Innovations in contact lens materials and design allow us to meet the challenging demands of today’s astigmatic patients.”

New Innovative Daily Disposable Lens Designed to Provide Astigmatic Patients Consistently Clear Vision and Comfort Throughout the Day.

Similar to Biotrue® ONEday and Biotrue® ONEday for Presbyopia, Biotrue® ONEday for Astigmatism utilizes Surface Active Technology™. This technology uses a large volume of hydrophilic polyvinylpyrrolidone (PVP), a water loving molecule, and Poloxamer 407, a surface active macromer, to form a unique dehydration barrier that helps the lens maintain 98% of its moisture for up to 16 hours.

As part of the development process, Bausch + Lomb evaluated various ballasting mechanisms and assessed dynamics of blink patterns across a wide range of patients using high speed videography. To achieve the combination that performed the best in the high-water content material of Biotrue® ONEday contact lenses, engineers created an evolved peri-ballast design that employs spherical aberration control in both axes to help reduce halos and glare, even in low-light conditions.

“Approximately 42 percent of vision corrected teens and adults in the United States have been diagnosed with astigmatism and it is often a challenge to fit them with a lens that has the right combination of visual clarity and comfort to meet their unique vision correction needs,” said Mile Brujic, OD, partner of Premier Vision Group in Bowling Green, OH. “I’m delighted to be able to now offer my astigmatic patients the comfort and clarity they need in the convenient form of a daily disposable lens.”

For more information on the Biotrue® ONEday for Astigmatism contact lenses, please visit: <http://www.bausch.com/BiotrueONEdayForAstigmatismECP>.

## CooperVision Begins Rollout of Avaira Vitality™ toric



### **State-of-the-Art Silicone Hydrogel Material Provides High Oxygen Transmissibility to Wearers with Astigmatism.**

The latest advancements in two-week contact lens technology are now available to eye care professionals and their astigmatic patients, as CooperVision, Inc. announced today the beginning of its limited rollout of Avaira Vitality™ toric. The lens is the latest addition to the new Avaira Vitality™ family, which was first introduced last summer with the launch of Avaira Vitality™ sphere lenses.

Made from a new silicone hydrogel material (fanfilcon A), Avaira Vitality™ toric delivers the best of Avaira® toric with a higher water content (55%) and high level of oxygen permeability and transmissibility, resulting in a healthier lens-wearing experience. UV protection has also been improved to Class I—the top rating—which means the lenses now block more than 90 percent of UVA and 99 percent of UVB rays. These enhancements are available at the same affordable price point as Avaira® toric.

Avaira Vitality™ toric maintains CooperVision's unique Optimized Toric Lens Geometry™, which helps to provide the same consistent visual acuity that eye care professionals and their patients have appreciated in Avaira® toric, ensuring an easy refit. A uniform horizontal ISO thickness improves lens stability and reduces rotation and a large toric optic zone provides clear visual acuity. An optimized ballast toric design provides a stable, comfortable fit, while its smooth, continuous ballast maximizes comfort during eye lid interaction.

“Avaira Vitality™ toric offers eye care professionals and their astigmatic patients a two-week option that delivers everything they know and love about Avaira® toric, but with all the benefits of the latest advancements in silicone hydrogel,” said Michele Andrews, OD, Senior Director of Professional and Academic Affairs, North America, CooperVision. “Because the fitting characteristics and design are so similar to Avaira® toric, switching patients couldn't be easier.”

A recent study comparing Avaira Vitality™ toric contact lenses with Acuvue® Oasys® for Astigmatism lenses found Avaira Vitality™ toric was preferred 3 to 1 by patients for overall performance. Avaira Vitality™ was rated significantly higher for comfort, vision quality and less dryness.

At launch, Avaira Vitality™ toric is available in a power range of plano to -6.00D with cylinder options of 0.75D, 1.25D, 1.75D in axes from 10° to 180° in 10° steps. They have a modulus of 0.6MPa, a DK of 90, and a Dk/t of 90. The base curve is 8.5mm and the diameter is 14.5mm. Plus powers, high minus powers, and a -2.25 cylinder will be available later in 2017.

For more information, visit [www.coopervision.com/contact-lenses/avaira-vitality](http://www.coopervision.com/contact-lenses/avaira-vitality).

## CooperVision's clariti® 1 day toric Contact Lenses Now Available in 90-Pack



CooperVision®

Higher Quantity Packaging Provides Easier Dispensing for Practitioners and Greater Convenience for Wearers

[CooperVision, Inc.](#) today announced the availability of a 90-pack configuration for [clariti® 1 day toric](#) contact lenses, which provide astigmatic patients with the healthier<sup>1</sup> advantages of silicone hydrogel and the convenience of the 1-day modality. Currently, clariti® 1 day toric is the only silicone hydrogel, 1-day lens for astigmatism broadly available in the United States.

“The 1-day contact lens category continues to grow as a whole, and increasingly, eye care professionals are choosing silicone hydrogel for their 1-day patients,” said Inga Grote-Ebbs, Director, 1-day Brands for CooperVision. “As the only widely-available silicone hydrogel, 1-day toric lens on the U.S. market today, clariti® 1 day toric extends the benefits of increased oxygen and all-day comfort to wearers with astigmatism. The addition of 90-pack cartons enables practitioners to prescribe up to a three-month supply of lenses in one box—a convenience they are accustomed to with other lenses, and can now share with their 1-day astigmatic wearers.”

The world's only complete family of 1-day silicone hydrogel soft contact lenses, all clariti® 1 day options feature high water content to support excellent all-day comfort. WetLoc™ technology ensures the entire lens surface is continuously moist and mimics the moisture dispersion of naturally healthy eyes. clariti® 1 day lenses have a high oxygen transmissibility (up to 3x the Dk/t of some hydrogel 1-day toric lenses<sup>2</sup>), allowing for 100 percent corneal oxygen consumption<sup>1</sup> and helping to maintain ocular health.

[clariti® 1 day toric lens](#)' power ranges include plano to -9.00D (0.50D steps after -6.00D) with cylinder options of -0.75D, -1.25D, and -1.75D in axes of 10°, 20°, 60°, 70°, 80°, 90°, 100°, 110°, 120°, 160°, 170°, and 180°; +0.25D to +4.00D (0.25D steps) with cylinder options of -0.75D, -1.25D, and -1.75D in axes of 20°, 70°, 90°, 110°, 160°, and 180°; and plano to -9.00D (0.50D steps after -6.00D) with a cylinder power of -2.25 in axes of 10°, 20°, 90°, 160°, 170° and 180°.

For more information, visit [coopervision.com](http://coopervision.com).

## Enhanced Imaging Coming in RevolutionEHR



The recent acquisition of Unified Imaging by Rev360 will provide RevolutionEHR users a powerful enhanced image management solution.

Embedding the Unified technology within RevolutionEHR will give users quick and seamless access to enhanced image management solutions to improve patient care.

RevolutionEHR is the leading cloud-based EHR and Practice Management software for eye care. To learn more please visit [www.revolutionehr.com](http://www.revolutionehr.com).

---

## Essilor Announces The Addition of No Interest Financing to Popular Power of Vision Program



Essilor of America is announcing that for the first time the company is sponsoring no interest financing for up to six months for qualified patients who purchase any of Essilor's premium lenses -- Varilux®, Crizal®, Transitions®, Xperio UV™ and Eyezen™. The offer – a key part of the popular Power of Vision promotion, which is offered exclusively to independent eyecare professionals (ECPs) – demonstrates the company's commitment to drive more patients to independent eyecare professionals' practices.

In a recent study, Essilor found that 55 percent of ECPs and 43 percent of patients are interested in a financing offer. Of interested patients, 77 percent would buy at least once a year and 40 percent would buy two pairs. The promotional financing offer is designed to incentivize patients to visit their ECP and maximize the available rebates. Without it, consumers typically purchase a pair of eyeglasses every two years and only five percent purchase a second pair.

With Power of Vision, patients can receive promotional financing and \$10 rebates per eligible product with a maximum of \$30 in rebates per pair of glasses. The rebates will be paid with a Visa® Rewards card that is mailed to patients.

---

## Johnson & Johnson Completes Acquisition of Abbott Medical Optics



Johnson & Johnson Vision will reach more patients globally with expansion into cataract surgery.

Johnson & Johnson (NYSE: JNJ) announced it has completed the acquisition of Abbott Medical Optics (AMO), a wholly-owned subsidiary of Abbott. The all-cash \$4.325 billion acquisition was originally announced Sept. 16, 2016, and includes ophthalmic products in three areas of patient care: cataract surgery, laser refractive surgery and consumer eye health. These product lines will now join with the world-leading ACUVUE® Brand Contact Lenses business, and the combined organization will operate under the brand name Johnson & Johnson Vision (J&J Vision).

“With the addition of AMO’s world-renowned ophthalmic surgery business, J&J Vision is poised to become a world leader in eye health,” said Ashley McEvoy, Company Group Chairman, Johnson & Johnson Consumer Medical Devices. “Sight is precious; it’s the sense people fear losing the most. By bringing on board surgical solutions that are supported by the resources and global reach of Johnson & Johnson, we can improve and restore sight for more patients across the globe.”

At nearly \$70 billion, eye health is one of the largest, fastest-growing and most underserved segments in healthcare today.



## Johnson & Johnson Vision Expands Portfolio to Reach More Patients with ACUVUE OASYS® 1-DAY Brand Contact Lenses for ASTIGMATISM



VISION CARE, INC.

*New lens offered in widest range of parameters among daily disposable contact lenses for astigmatism*

Johnson & Johnson Vision announced the US launch of ACUVUE OASYS® 1-DAY Brand Contact Lenses for ASTIGMATISM, a daily disposable contact lens with BLINK-STABILIZED™ Lens Design and HydraLuxe™ Technology for consistent, clear, stable vision and exceptional comfort.

Among people that require vision correction, nearly half have astigmatism in at least one eye, and full correction can provide them with improved visual quality of life. ACUVUE OASYS® 1-DAY for ASTIGMATISM combine two technologies:

- **HydraLuxe™ Technology** includes tear-like molecules and highly breathable hydrated silicone that integrate with the patient's own tear film. These tear-like molecules help support a stable tear film and reduce symptoms of tired eyes and dryness.
- **BLINK STABILIZED® Design** harnesses the natural power of the eyelids, to help keep the lens in the correct position.

“We set out to create a better contact lens option for patients with astigmatism, bringing together our best technologies in material and design for a lens that provides clear, stable vision with the exceptional comfort people have come to expect from the ACUVUE OASYS® family,” said Giovanna E. Olivares, OD, Global Astigmatism Platform Director, Johnson & Johnson Vision. “Unlike other lenses for astigmatism that are held in place by gravity and are often thicker toward the bottom of the lens, ACUVUE OASYS® 1-DAY for ASTIGMATISM harness the natural power of the blink to stabilize on the eye and the lens is symmetrical, resulting in minimal interaction between the lens and the lower eyelid.”

ACUVUE OASYS® 1-DAY for ASTIGMATISM will be available in the widest range of parameters among daily disposable contact lenses for astigmatism, with 40% more parameters than competitors. This contact lens provides Class I UV protection, blocking more than 90% of UVA and 99% of UVB rays.

### **EYE-INSPIRED™ Design**

For more than 30 years, Johnson & Johnson Vision Care, Inc. has focused exclusively on improving vision through quality contact lenses, never compromising on its goal to create technologies that make meaningful differences in people's lives.

A deep understanding of patient lifestyle needs as well as those of eye care professionals has driven R&D to create innovative solutions designed to complement the natural function of the eye. By developing contact lenses based on a deep understanding of how the eye works, the ACUVUE® Brand strives to maximize the eye's natural wellbeing during contact lens wear, and give patients and eye care professionals an exceptional experience.

## LensFerry® S Expands to Include All Contact Lens Modalities



***Doctor-Friendly Subscription Service Promotes Increased Annual Supply Sales for Practices and Convenience for Wearers*** EyeCare Prime® announced that LensFerry® S has expanded to include all modalities, bringing the convenience of automatic monthly payments and quarterly or semi-annual contact lens deliveries to a broader spectrum of patients while maintaining a central role for the eye care professional. The service was developed to help practices increase annual supply sales, and includes all major manufacturers' contact lens brands.

When it launched in April, the first-of-its-kind subscription-based ordering service focused specifically on 1-day contact lenses. With today's announcement, LensFerry® S includes monthly, two-week, and 1-day lenses from multiple manufacturers at eye care professionals' specified prices. When patients enroll in the service, the annual cost of their contact lenses is divided into automatic monthly payments and they receive a three- or six-month supply of lenses, depending upon modality. The prescribing practice receives the sales revenue as if the lenses had been paid for in-office.

“The subscription industry has rapidly grown to generate \$5 billion in revenue annually in the US. Consumers are utilizing subscriptions to buy everything from makeup to razors, diapers to laundry detergent, and dinners to movies,” said Mark Lindsey, Global General Manager, EyeCare Prime®. “We have partnered with eye care practices to take advantage of this growing business model by applying it to contact lenses with LensFerry® S, which enables them to retain more contact lens sales and offer contact lens wearers the convenience they have become accustomed to with other retailers.”

Unlike some other direct-to-consumer subscription models, LensFerry® S does not force patients to switch to different contact lenses by requiring them to request only one type of contact lens product. With LensFerry S, the eye care professional retains fitting and prescription control and flexibility for the benefit of the patients' health and well-being.

Early adopters of LensFerry® S have reported up to a 20% increase in annual supply sales in their practices. And according to multiple practices, patients are expressing their satisfaction with the ease and simplicity of ordering their annual supply with convenient payment terms, all from their own eye doctor.

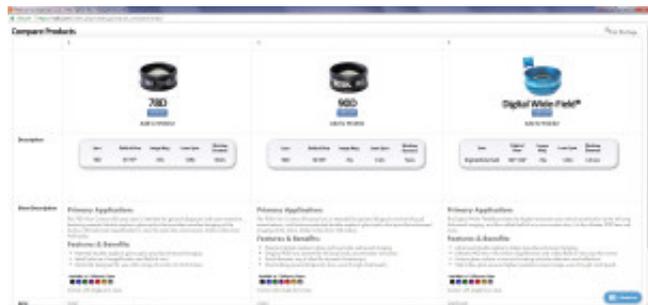
Even with this significant upgrade, opening the service to all modalities, pricing to practices will remain the same. This is meant to encourage widespread adoption with the intent of elevating patient convenience and service levels while retaining contact lens sales in the practice.

LensFerry® S is available to all eye care practices in the United States. It costs \$49 per month, plus \$2.50 per shipment. For every completed patient annual subscription through LensFerry® S, EyeCare Prime® makes a donation to [Optometry Giving Sight](#) for an eye exam.

EyeCare Prime® is a subsidiary of [CooperVision, Inc.](#) For more information, visit [LensFerry.com](#).

---

## Making Sense of Lenses



*Volk Optical can take you from Classic lens set to advanced Digital lenses*

Lenses are one of the most important diagnostic tools for optometry students, so it's important to invest in lenses with broad utility, performance, and quality. Once you've mastered basic exam techniques using a good set of classic lenses, adding an advanced set of lenses to your arsenal can bring you even greater imaging power.

Diagnostic and therapeutic lenses each have a purpose, and though many can provide a good balance of magnification and field of view, to ensure a comprehensive exam, lenses are designed with specific results in mind. A higher magnification lens can increase imaging detail, though provides a smaller field of view. Field of view can be widened by increasing the physical size of the lens, though some may find the larger lens more difficult to maneuver.

Volk offers a wide array of both BIO and slit lamp lenses – a great selection, yes – but it can be daunting as a student to know where to start. Volk recommends students build a starter lens set that includes one BIO lens and two classic slit lamp lenses.

The 20D BIO lens offers a solid balance between field of view (46°/60°) and image magnification (3.13x). It also has Volk's patented double aspheric design, with glass lens construction for the highest imaging quality.

On the slit lamp side, our 90D is a perennial favorite, with an ideal balance between field of view (74°/89°) and magnification (.76x). The 90D is also popular for its small-pupil viewing capability. For detailed viewing of the optic nerve head and macula, Volk's 78D provides a wider field of view (81°/97°) and increased image magnification (.93x).

Once they've mastered their techniques with classic lenses, many students add our Digital Wide Field to their kit. We call this 90D-upgrade a "power lens" as its 103°/124° field of view is 40% larger than that of a classic 90D. With a .72x image magnification, it provides a high resolution pan retinal exam at the slit lamp. The Digital Wide Field provides the widest field of view of any non-contact slit lamp lens available. As newly minted doctors go out and begin to practice, the benefit of being able to see more anatomy in one glimpse becomes clear. With the Digital Wide Field, exam time can be shortened, without sacrificing a clear view into the periphery.

Still not sure which lenses to choose? The product comparison tool at [Volk.com](http://Volk.com) makes it easy to look at the specifications of Volk lenses side by side. If you are still unsure, please call us and we would be delighted to help you understand our lenses and walk you through the selection process (440-942-6161).

Stay abreast of the latest Volk news by following us on twitter @VolkOptical, liking Volk Optical on Facebook, and visiting our blog: <http://www.volk.com/index.php/news/>.

## Meet CooperVision's 2017 Best Practices Honorees



### *New Class Chosen for Their Leadership and Success in Optometry*

From small practices to large practices. From a broad array of services to the specialized. From “tried and true” to the completely unexpected. Despite their differences, 10 remarkable US eye care practices have much in common. They have forged new pathways to success in the face of industry changes and increased competition, finding unique ways to provide exceptional, inspirational patient care.

[CooperVision, Inc.](#) recognizes these industry leaders as its 2017 *Best Practices*. The new class of 10 honorees was chosen after a nationwide search for eye care practices that advance the profession through innovation, industry leadership, and patient experience.

This year's honorees are:

- **Amarillo Vision Specialists – Amarillo, Texas**

Soon after beginning her career, Shauna Thornhill, OD, was drawn back to work with the underserved East Amarillo, Texas community in which she grew up. When the opportunity arose in 2010, Dr. Thornhill established her independent practice, [Amarillo Vision Specialists](#), within a Wal-Mart located in the heart of that community, and has since opened a second location. In addition to the above-and-beyond level of care she and her associates provide to patients every day, Dr. Thornhill dedicates her time and resources to make an even greater impact. Each year, the practice organizes a “Free Eye Exam/Toy Drive Day,” at which area residents can receive an eye exam in exchange for a donation to Toys for Tots. Dr. Thornhill also volunteers with the Laura W. Bush Institute of Women's Health, Leadership Amarillo, and Energieyes, and the practice regularly sponsors local sports teams and community programs.

- **Blount County Eye Center – Maryville, Tenn.**

Since its founding in 1965, [Blount County Eye Center](#) has grown to become Blount County's most comprehensive eye care provider, offering the region's largest eyewear selection. Led by Will Tantum, OD, the practice does not advertise; instead, the staff markets the practice by immersing themselves in the community while serving others. In 2014, Blount County Eye Center created a “wear and share” program called Eye Love Guatemala, for which the practice committed to donating a new set of frames to a partner clinic in Guatemala for every pair of frames sold in office. The program was so successful that it has since expanded to include Eye Love Blount County and Eye Love Haiti (which follow the same concept as the original, with different beneficiaries), and most recently Eye Love First Responders, a special community event that raised funds for the family of a fallen police officer. People see the way Blount County Eye Center supports the community, and they support the practice with their business in return.

- **Caruso Eye Care – Lake Worth, FL**

[Caruso Eye Care](#) was established in 2005 by Britney Caruso, OD, and is now located inside Target Optical. Dr. Caruso is the sole optometrist at the practice and prides herself on the ability to achieve success with difficult contact lens fittings. In the last year, she has also received her Fellowship in Metabolic and Nutritional Medicine, and is certified with the American Board of Anti-Aging Health Practitioners. She is one of only three optometrists in the nation to have received this prestigious honor, which gives her the ability to provide patient care on a new level, with a holistic and preventative approach to care. Caruso Eye Care strives to “wow” patients so that they are driven to refer friends and family. The practice is also active on social media to engage with patients and prospective patients.

- **Castle Pines Eye Care – Castle Pines, Co.**

At [Castle Pines Eye Care](#), owner Jason Ortman, OD, believes that embracing technology is paramount to running a successful practice. After he purchased the practice 10 years ago, patient charts and accounts were converted to EMR/EHR, thus streamlining office functions and providing a superior patient experience. Since then, the doctors and staff have automated several processes including refraction, OCT and fundus photography transfer, the patient recall system, patient reminders via text and email, and patient satisfaction surveys and reviews. In 2016, Castle Pines Eye Care added live patient scheduling via its website, providing convenience to patients and freeing up staff time to focus on other tasks. The practice also utilizes several programs to provide personalized marketing messages to patients, introduction of new technologies and treatments, and engagement through social media. Additionally, nearly all paper forms have been eliminated in the office with the use of digital signature pads and through EMR integration with outside lab and contact lens distributors.

- **Complete Eye Care of Medina – Medina, Minn.**

Founded in 2008 by Gina Wesley, OD, the doctors and staff at [Complete Eye Care of Medina](#) make decisions by asking themselves two questions: Are we helping this patient or staff member with their ocular health or ocular performance? And are we treating our patients and staff with the utmost service and respect? Whether they are adding new technology or adapting processes, if the answer is yes, they know they are operating in accordance with their goals. The team is also constantly working to attend to their “critical non-essentials”—i.e., the small details in a patient’s experience that are not detrimental to the outcome of the visit, but help surpass expectations. These include thorough communication and personal touches throughout patients’ experiences at the office.

- **Havasu Eye Center – Lake Havasu, Ariz.**

Stuart Adams, OD, began practicing optometry in 1989, and then quickly bought into two rural community practices, Blythe Vision Care and Parker Vision Care. He then opened [Havasu Eye Center](#) in 1990 in Lake Havasu, Ariz. Because there are so few eye care providers in these areas, Havasu Eye Center must provide truly comprehensive eye care to its patients. Beyond eye exams, glasses, contact lenses and specialty contact lenses, ocular disease management, and surgical co-management, the doctors also manage extremely complicated retinal detachments, narrow angle glaucoma, corneal transplants, ocular trauma, and other conditions that are rarely handled solely by optometrists. In 2012, Dr. Adams added Stephanie Woo, OD, to the practice, who is one of the top specialty contact lens fitters in the state of Arizona. In less than five years, she has grown the specialty contact lens portion of the practice to more than 1,000 patients. Havasu Eye Center works with an eye surgeon in Phoenix who flies in to perform surgeries for patients twice per month. This unique situation requires Dr. Adams and Dr. Woo to perform all pre-operative and post-operative care for these surgeries. In small towns where everyone knows each other, Dr. Adams and Dr. Woo are known and appreciated for the exceptional level of care they provide to their patients.

- **Lawrenceville Family Eyecare – Lawrenceville, Ga.**

In 2012, Mehdi Kazem, OD, founded [Lawrenceville Family Eyecare](#) and believes that making small changes to the practice every day—and not being afraid to occasionally make big ones—are the secrets to success. Dr. Kazem loves to travel, and anywhere in the world he visits, he makes sure to stop in to a local eye care practice to learn and bring back valuable information to his own team. When patients visit Lawrenceville Family Eyecare, all their senses are treated to a welcoming environment—from the aromas of coffee and vanilla cookies to relaxing music playing softly, from a beautiful peacock color theme to a smiling, friendly staff. Patients are thoroughly examined utilizing the most advanced technology, and receive innovative and compassionate care. When lenses and frames are ordered through the dispensary, patients have the option of receiving their eyewear the next day by their concierge service. A licensed optician will deliver and adjust their glasses at the patient’s home or workplace.

- **Little Eyes – Carmel, Ind.**

When a colleague’s 4-year-old son dreamed of “his own optometry office, with little chairs, little equipment, and little glasses,” and suggested it be called “Little Eyes,” Katherine Schuetz, OD, took note. Three years later, in 2013, Dr. Schuetz made that dream a reality, opening [Little Eyes](#), a practice specializing in primary care pediatric optometry. The practice is unusual in that it does not offer visual therapy, but focuses on the importance of annual well visits. Little Eyes carries unique frame styles and exclusive designers that attract families from all over the state. Dr. Schuetz prescribes only 1-day contact lenses (when possible due to parameters and other limitations), and promotes the importance of fresh contacts each day. The practice offers a “first time fit” program, which is a thorough class educating both parents and patients on the best practices of

contact lens wear. In just three years, Dr. Schuetz has grown a novel start-up concept into a thriving practice with patients and parents who love not only the medical care she provides, but the way she cares for the children.

- **Premier Eyecare – Knoxville, Tenn.**

[Premier Eyecare](#) was established in 2002 by Brent Fry, OD, who has since grown the practice to include six full-time employees. The practice provides comprehensive eye care for patients from primary care eye examinations to disease management, from pre-and post-surgical care to occupational vision consulting. Dr. Fry's passion is contact lenses, particularly the hard-to-fit lenses such as hybrid, rigid gas-permeable, and scleral lenses, as well as orthokeratology. He has great success fitting irregular corneas including keratoconus, post-RK, and other corneal irregularities. The Southern culture is geared toward being neighborly, and Premier Eyecare takes that to heart. Being friendly to patients—not just cordial—is a crucial component in providing them the best possible care. The practice is heavily involved in the local community and gives back in various ways. To meet the demands of the growing practice, Premier Eyecare is in the process of building a new office, which will double its footprint and enhance the patient experience.

- **Specialty Eyecare Group – Kirkland, Wash.**

David Kading, OD, and Kristi Kading, OD, founded [Specialty Eyecare Group](#) in 2007 to provide personalized and innovative eye care that enriches people's lives so that they can succeed to their greatest potential. The practice offers patients the best of both worlds—a family eye care clinic that provides comprehensive eye care to people of all ages, with doctors who also specialize for those who need a higher level of care. The practice's four doctors specialize in posterior and anterior segment disease, pediatric eye care, vision therapy services, dry eye, and custom contact lenses. With this broad range of expertise, the doctors at Specialty Eyecare Group can refer in-house for almost any eye condition that does not require surgery. In addition to seeing patients, the doctors perform research and educate students, other doctors, and the public about how to deliver excellence in health care and vision care. The practice is always on the forefront of technology and innovation. A few years ago, the doctors decided that the best way to correct patients' vision with contact lenses was with 1-day lenses. While it is estimated that only 30% of wearers nationwide are fit with that modality, Specialty Eyecare Group currently has 92.6% of its contact lens patients in 1-day lenses.

“We are so proud to introduce and congratulate our new *Best Practices* honorees,” said Michele Andrews, OD, Senior Director of Professional and Academic Affairs, North America, CooperVision. “Through this program, we have had the privilege of getting to know some of the nation's most wonderful eye doctors, who have all found success in various ways. We look forward to partnering with them to share their experiences throughout the industry.”

All US optometry practices currently fitting contact lenses were eligible for consideration in Fall 2016. Candidates were evaluated and honorees were selected by a panel of judges including past *Best Practices* honorees, industry experts, and CooperVision leaders. A full list of judges is available at [www.eyecarebestpractices.com/program](http://www.eyecarebestpractices.com/program). Evaluation was based on insights and experiences shared about the practices' innovation, patient experience, and business culture.

“Through the applications and the initial notification process, we have already come to hear some inspiring stories from these honorees, who all dared to dream of establishing their own practices to help people. Regardless of the unique dynamics of each of these practices, the services they provide are changing lives,” said Dr. Andrews. “In today's business landscape, every practice faces challenges, yet these 10 practices have seized opportunity and forged unique pathways to growth. That is perhaps the greatest takeaway from *Best Practices*—that there is no one way to achieve success, and there is so much to learn from each other.”

In the months to come, the 2017 *Best Practices* will be broadly recognized and presented with opportunities to help educate and elevate the profession through the telling of their stories across the United States. In addition, honorees are invited to attend an educational meeting at CooperVision's research and development facilities in Pleasanton, Calif.

CooperVision will open 2018 *Best Practices* submissions in the fall. The *Best Practices* program is an annual event, and part of CooperVision's commitment to showcasing the dedication of eye care practitioners to their patients and communities. To stay up to date on this program and learn more about this year's honorees, visit [www.eyecarebestpractices.com](http://www.eyecarebestpractices.com) and follow the initiative on [Facebook](#) and on [Twitter](#).



## National Vision Inc. Awards Three Optometry Students Through its 2016-2017 Grant Program



*Winning Entries Address "Technological Advancements and the Impact on the Optometry Profession"*

National Vision Inc., one of the nation's largest optical retailers providing comprehensive, quality, affordable eye care and eyewear, announced the grand prize winner and two runner-up recipients of its 2016-2017 Grant Program, which includes students from Inter-American University of Puerto Rico – School of Optometry and the University of Houston, College of Optometry.

Now in its third year, the grant program asked third- and fourth-year optometry students to tackle the topic of technology innovation by submitting a 500 word essay or a short video that shares their perspectives on the impact of technology on the field of optometry in the past, and how it will influence their future careers as optometrists. The winner and two runner-up recipients were selected by a panel of judges from National Vision Inc.

### Grant Recipients

- First place (\$5,000 grand prize): Stephanie Hubbard, Inter-American University of Puerto Rico – School of Optometry, Class of 2018
- Runner-up (\$1,000 prize): Dea Satrio, University of Houston College of Optometry, Class of 2018
- Runner-up (\$1,000 prize): Jenna Wayne, University of Houston College of Optometry, Class of 2018

"We thoroughly enjoyed reading the forward-thinking insights submitted by all applicants and are excited to recognize and support three outstanding optometry students for their distinctive ideas," said Mauricio Wissinger, Vice President, Professional Services, National Vision Inc. "A common thread ran through the three winning submissions: optometrists should embrace technology in order to improve patient care. It's clear that the next generation of optometrists already have their future patients' best interests in mind, which, from our perspective, makes the future of optometry look brighter than ever."

---

## National Vision's Support to SVOSH Continues



National Vision is proud to support the medical mission efforts of the Student Volunteer Optometric Services to Humanity (SVOSH) chapters. In 2016, National Vision provided funding and glasses to 14 schools and colleges of optometry which aided the efforts to help over 27,000 people in need. Since 2011, over \$100,000 has been donated to the medical missions of the SVOSH chapters. Anyone going on a mission trip can request a glasses pack of 300 readers and 100 sunglasses that will be provided at no cost.

Information can be found at <http://www.nationalvision.com/corporate-responsibility>. For more information or to take advantage of these programs, contact Kristen Reynolds at [Kristen.Reynolds@nationalvision.com](mailto:Kristen.Reynolds@nationalvision.com) or 470-448-2139.

---

## New Data Show Contact Lenses Feel Like New After Using CLEAR CARE® PLUS with HydraGlyde



Alcon, the global leader in eye care and a division of Novartis, announced today the results of its Bubble Upgrade Challenge survey that shows 81 percent (81%) of patients surveyed agreed that their lenses felt like new after using CLEAR CARE® PLUS with HydraGlyde hydrogen peroxide-based cleaning and disinfecting solution, as compared to 24 percent (24%) of habitual multi-purpose solution (MPS) users. The survey, which was activated through more than 200 optometric practices across the US, resulted in over 600 patients enrolling online to participate by using CLEAR CARE® PLUS for 21 days.

After using CLEAR CARE® PLUS versus their habitual MPS, the patients documented their experiences through an online survey.

Additional findings from the study include:

- More than 90 percent (93%) of those surveyed found it easy to clean their contact lenses with CLEAR CARE® PLUS
- More than 80 percent (83%) agreed they intend to continue to use CLEAR CARE® PLUS as their contact lens care solution
- More than 80 percent (83%) of patients would recommend this solution to a friend or family member
- And more than 90 percent (93%) of patients liked seeing the bubbles leave their lenses

“Hydrogen peroxide lens care solutions are known to have best-in-class disinfection and use compliance,” said Mohinder Merchea, OD, PhD, MBA, FAAO, FBCLA and Head, Medical Affairs, Alcon Vision Care US/Canada. “The survey results show that 9 of 10 patients were happy their ECP recommended CLEAR CARE® PLUS which, in addition to practice benefits, also promotes compliance among contact lens wearers.”

CLEAR CARE® PLUS solution has the same cleaning power of CLEAR CARE®, but is formulated with exclusive HydraGlyde® Moisture Matrix technology which provides long-lasting moisture. CLEAR CARE® PLUS solution cleans patients’ lenses with the active bubbling power of peroxide, then neutralizes into a gentle saline solution but without the irritating preservatives and harsh chemicals found in some other solutions.

AIR OPTIX® plus HydraGlyde contact lenses, in combination with Alcon’s HydraGlyde lens care portfolio of CLEAR CARE® PLUS or OPTI-FREE® PureMoist®, can provide an exceptional lens wearing experience throughout the month.

For more information on CLEAR CARE® PLUS solution, eye care professionals can visit [www.clearcare.com](http://www.clearcare.com).

## SeikoVision Launches Sensity-Light Reactive Lenses and Distortion-Free Optics



Luxury eyeglass lens producer SeikoVision announced, through a partnership with HOYA Vision Care, the launch of two new products: Sensity, a new brand of light-reactive lenses and HOYA DF, distortion-free optics.

“The only way for independent practices to overcome commoditization and price erosion is for HOYA to provide them with new technology that is not available anywhere else,” said Barney Dougher, President of HOYA Vision Care, North America. “Sensity is not a ‘me too’ product. It has distinctive technological advances in its processing and performance that will provide points of differentiation for independents that will make their patients happy.”

The first product, Sensity lenses, feature Stabligh<sup>TM</sup> Technology, which ensure consistent performance in varying climates and temperatures. The lenses’ deep, natural colors provide excellent contrast and glare reduction as well. Attendees for Vision Expo East 2017 will have the opportunity to receive a FREE pair of Sensity lenses via stopping by the HOYA/SEIKO booth (LP4401) to demo the product.

The second product, HOYA DF, is a complete eyewear that introduces true distortion-free and obstruction-free vision to the world. Distortion-free optics combines the patented Avantek mounting and frame system with premium, lightweight lenses.

Eye care professionals interested in learning more about either product are encouraged to fill out the contact form at [www.seikovision.com/contact-seiko](http://www.seikovision.com/contact-seiko).

---

## Topcon Introduces a Dual Instrument Tabletop for the IDS-300 Refraction Desk



Topcon Medical Systems (TMS) of Oakland, NJ announces the introduction of a new sliding table top that will allow the use of two instruments, such as a slit lamp and an auto refractometer, on the well-known IDS-300 Refraction Desk and EXAM-5000 Refraction Systems.

The Dual Tabletop can be added on to existing IDS-300 desks without modifying their design or affecting current certification and does not affect the normal use of the CV-5000S Computerized Vision Tester, the KB-50S console and other accessories.

The Dual Tabletop has an ergonomic design that is safe and stable allowing the two instruments to be delivered easily and seamlessly while maintaining wheelchair accessibility. Another benefit of the Dual Instrument Tabletop is that neither the patient nor the doctor will have to move to another station to perform a complete examination, saving time, space and making it easier for all patients including disabled patients to receive an exam.

By eliminating the need for the patient to move between different instruments during the exam, the Dual Tabletop saves time and enhances patient comfort.

With the Dual Tabletop, the patient remains on the same seat during slit lamp exam, auto refractometry and binocular refraction with the CV-5000S.

This accessory can be installed on site without hassle and its design offers an uncluttered wire management without visible cables or connectors. It can be installed in a small exam room (6' x 8') not requiring extra space.

The EXAM-5000, featuring the CV-5000S, has been the computerized vision testing system of choice for thousands of clinicians in the United States and around the world. It provides a complete 21-point refraction and features a One Dial Controller with a 10.4" color touch-screen display. Complete connectivity allows data to be sent automatically to all connected devices throughout the office and populated automatically into the EMR, making paperless refraction a reality.

For more information on the IDS-300 Dual Tabletop or Topcon in general, please visit [www.topconmedical.com](http://www.topconmedical.com).

## Topcon Introduces the AIT-W1 and AIT-W2 Adjustable Instrument Tables



Topcon Medical Systems (TMS) of Oakland, NJ announces the introduction of a new series of adjustable instrument tables designed to maximize patient comfort and office space. The new AIT-W1 and AIT-W2 Adjustable Instrument Tables have an innovative design that permits the user to place them flush against the wall and be accessed from the front and both sides providing wheelchair accessibility, saving space and facilitating the use of ophthalmic instruments.

The AIT-W tables come fully assembled and are easy to set up. They can hold instruments up to 300 lbs. and are especially useful when combined with Topcon instruments that feature the rotating control panel such as the 3D OCT-1 Maestro, TRC-NW400, KR-1, and SP-1P.

Because of their unique design, the AIT-W tables have no side legs or lateral supports making them fully wheelchair accessible. They feature a quiet and smooth elevation mechanism that is controlled from an illuminated touch panel.

Three height memories to preset the table at different elevation levels further enhance the practical concept of these units.

The AIT-W tables come standard with the new Anti-Collision™ system in the control unit software, which is supported by an integrated sensor inside the AIT leg columns that stops the down movement if the table comes in contact with the patient's legs.

For more information on the AIT-W tables or Topcon in general, please visit

[www.topconmedical.com](http://www.topconmedical.com).



## Topcon Introduces the New SL-D301 Slit Lamp with Three Magnifications, Photo and Video Capability and an Affordable Price



Topcon Medical Systems (TMS) of Oakland, NJ is pleased to announce the release of the new SL-D301 Slit Lamp. The SL-D301 is a basic clinical slit lamp that covers all aspects of an eye examination. It has a tower illumination system with a halogen bulb that houses the slit mechanism and four incorporated filters: Cobalt blue, Red-free, 13% Neutral Density and UV cut.

The SL-D301 comes with a Galilean type observation system and has three magnifications (10x, 16x and 25x) adjustable by a rotating drum. It can be used with the R-900 and 870 model applanation tonometers.

The SL-D301 is digital-ready and can be easily upgraded to a fully featured digital photographic slit lamp with the addition of the optional DC-4 Digital Camera attachment, for clear, sharp and easy acquisition of color still and multiple images as well as video clips.

With the introduction of the SL-D301, Topcon maintains its commitment to the eye care community to provide high quality, affordable ophthalmic equipment.

---

## Topcon Medical Systems and M&S Technologies Partner on Computerized Vision Testing Systems



Topcon Medical Systems (TMS) of Oakland, NJ and M&S® Technologies of Niles, IL are pleased to announce that they have entered into a partnership where M&S Technologies will exclusively provide the M&S Smart System® software to Topcon Medical Systems for incorporation into the Topcon CV-5000S Automated Vision Tester.

"We are very excited to announce an expansive integration of the M&S Smart System software into the CV-5000S Automated Vision Tester. The combination of M&S Technologies Smart System software, the first name in computerized vision testing systems, with the CV-5000S will enable users to directly select the comprehensive M&S Smart System tests and protocols from the CV-5000S Controller without a remote. Now, users of the CV-5000S can utilize completely randomized charts including pediatric tests using the LEA® Symbols and Numbers, numerous contrast sensitivity tests and protocols such as Sine Wave Gratings, Stereopsis, Low Vision Tests and even a Glare Testing Option," said Robert Gibson, VP of Product Planning and Management for Topcon Medical Systems.

The complete integration of the M&S Smart System software in the CV-5000S will improve office workflow by providing the ability to digitally document 100% of the eye exam and have a one-touch wheelchair chart distance setting.

The M&S Smart System software is actually imbedded in the CV-5000S and can be used with the Topcon PC-50S Visual Acuity Chart or connected to current M&S System 20/20 users to provide a complete digital refraction experience without the need for a remote. The CV-5000S with M&S Smart System software will be featured at Vision Expo West on Sept 15-17 in Las Vegas as well as the American Academy of Ophthalmology on Oct 15-18 in Chicago.

For more information on the CV-5000S with M&S Smart System software, please visit [topconmedical.com/products/cv5000spoweredbymsssmartsystem.htm](http://topconmedical.com/products/cv5000spoweredbymsssmartsystem.htm).

## Topcon's 3D OCT-1 Maestro Receives FDA Clearance in the U.S.



Topcon Medical Systems (TMS) of Oakland, NJ is pleased to announce that the 3D OCT-1 Maestro™ is now available for sale in the United States. The 3D OCT-1 Maestro System delivers a new standard of clinical utility by combining a high resolution color non-mydratric retinal camera with the latest Spectral Domain OCT technology. The rotating touch panel and fully automated (alignment, focus and capture) operation make the 3D OCT-1 Maestro the perfect diagnostic solution for even the smallest clinical practice.

PinPoint™ Registration properly indicates the location of the OCT image within the fundus image. A 12mm x 9mm scan along with automated segmentation provides measurement and topographical maps of the optic nerve and macula with Reference Database in one scan. The 3D OCT-1 Maestro also features a compare function, as well as automatic segmentation of RNFL, Total Retina, GCL + IPL, and GCL + IPL + RNFL with extensive Reference Database.

“We are very pleased to announce the availability of the 3D OCT-1 Maestro. The Maestro has been one of the best-selling SD OCTs outside the United States for the past 2 years and we are pleased that the recent FDA Clearance of the Maestro will now enable US eye care professionals to experience the benefits of the Maestro and contribute to their patient’s overall eye health and wellbeing,” stated John Fujita, President of Topcon Medical Systems. “With over 10,000 OCT’s sold by Topcon around the world, we are pleased that the 3D OCT-1 Maestro can now contribute to this impressive number of units sold and is now available for sale through several of Topcon’s US distributors and will be featured in the Topcon booth at ASRS on August 10-14 and at Vision Expo West on September 15-17.”

For more information on the Maestro, please visit [newsgram.topconmedical.com/maestro](http://newsgram.topconmedical.com/maestro).

---

## Transitions Optical Announces 2017 Diversity Advisory Board Members



Transitions Optical has announced the renewal of its Diversity Advisory Board members for 2017. This seven-member Board consists of eye health, cultural and style experts for each of the largest and fastest-growing ethnic groups in the U.S. and will help guide the Transitions Cultural Connections™ initiative.

“We are fortunate to have strong partners in our Diversity Advisory Board members, who share our commitment to helping eyecare professionals better understand and meet the vision care needs of an increasingly diverse population,” said Patience Cook, director, North America marketing, Transitions Optical. “Throughout the year, we will rely on these seven experts to ensure any resources or special events we plan are culturally appropriate and relevant.”

Returning Diversity Advisory Board members in 2017 include:

- **Allert Brown-Gort** – *Senior Research Fellow, Institute for Work and the Economy*
- **Brian Chou, OD, FAAO** – *EyeLux Optometry, San Diego*
- **Diana Canto-Sims, OD and Optician** – *Buena Vista Optical, Chicago*
- **Mila Ferrer** – *Co-founder of Familias con Diabetes and blogger for Jaime, mi dulce guerrero*
- **Edwin Marshall, OD, MS, MPH** – *Professor Emeritus of Optometry and Former Vice President for Diversity, Equity and Multicultural Affairs, Indiana University*
- **Kirk Smick, OD, FAAO** – *Chief of Optometry Services, Clayton Eye Center, Atlanta*
- **Vincent K. Young, MD** – *Chairman, Division of Ophthalmology, Albert Einstein Medical Center, Philadelphia*

Transitions Optical provides its industry partners with the tools and education they need to better serve and improve communication with their culturally diverse patients. Resources are available free-of-charge to eyecare professionals at [MyMulticulturalToolkit.com](http://MyMulticulturalToolkit.com).

---

## Transitions Optical Revamps Product Availability Guide to Include Updated Information, Sunwear Products



Transitions Optical has released the 2017 *Transitions*<sup>®</sup> Lenses Product Availability Guide which outlines the wide availability of Transitions Optical’s photochromic technology by design, material and lens caster partner. The guide is also designed to help eyecare professionals decide which *Transitions*<sup>®</sup> lenses best suits their patients’ needs in a clear and concise chart.

The Product Availability Guide includes information on the *Transitions* family of brands, including *Transitions*<sup>®</sup> *Signature*<sup>®</sup> *VII* lenses, *Transitions*<sup>®</sup> *XTRActive*<sup>®</sup> lenses, *Transitions*<sup>®</sup> *Vantage*<sup>®</sup> lenses and *Transitions*<sup>®</sup> *Drivewear*<sup>®</sup> lenses. The guide features information on usage, color options, behind-the-windshield activation, polarization, protection and more. It also gives an overview of *Transitions*<sup>®</sup> Adaptive Sunwear products, including sport sunglasses for running and cycling, *Transitions*<sup>®</sup> adaptive goggles for skiing and *Transitions*<sup>®</sup> adaptive shields for motorcycle riding.

The *Transitions* Lenses 2017 Product Availability Guide can be downloaded online by visiting [TransitionsPRO.com](http://TransitionsPRO.com) and clicking on the callout on the homepage. The guide can be printed and shared with eyecare professionals and store associates.

## Two Exciting Projects Underway at Salus University, PCO



New and expanded facilities at the Salus University, Pennsylvania College of Optometry will offer students access to the latest technology and state-of-the-art equipment in order to provide an optimal learning environment as they prepare for clinical practice beyond their education.

The University's new Optometric Clinical Skills Lab will feature the most up-to-date ophthalmic equipment and electronic health record capabilities. The Lab will house 34 fully-equipped optometric bays with mounted live feed video cameras for integrated instruction. The Lab will also feature instrumentation from a variety of manufacturers to ensure students are familiar with a range of equipment.

In addition, a new simulation lab is being created and will be located next to the Optometric Clinical Skills Lab. Featuring the latest virtual reality technology, the lab will offer high-level training for indirect and direct ophthalmoscopy. Including 10 stations, the simulator will provide a realistic, three-dimensional retinal examination process while teaching students how to use the ophthalmoscope. Numerous examples, case descriptions and clinical records for virtual patients will be incorporated into the training system, helping students recognize potential issues with retinas.

"Our goal is to provide our students with the highest level of education and training available," said Dr. Melissa Trego, interim dean at the University's Pennsylvania College of Optometry. "These enhanced facilities will ensure our students are able to easily transition to their clinical instruction at The Eye Institute, their externships, and their careers as healthcare professionals."

---

## BlazerVision Improves how UAB Student-athletes Play the Game



Madison Millsaps, a UAB softball player, receives a comprehensive eye exam from UAB optometry student, Grant Fowler

Student-athletes at the [University of Alabama at Birmingham](#) will see their sport in a new perspective through BlazerVision, a new partnership between [UAB Athletics](#), [School of Optometry](#) and [Department of Ophthalmology](#). As part of UAB Athletics' pre-participation examinations, each student-athlete will receive comprehensive eye care, acute game-time care and state-of-the-art concussion baseline testing.

"UAB supports our athletes on and off the field," said UAB Director of Athletics Mark Ingram. "We want parents to know that we'll provide a spectrum of unmatched care using our significant resources in health care right here on campus. Maximized vision and eye health are critical to developing excellence in the classroom and on the field."

Each preseason, UAB student-athletes will receive comprehensive services at [UAB Eye Care](#). Vision will be evaluated through an eye teaming assessment, looking at visual efficiency skills to ensure the eyes are working in coordination with each other. Athletes will be provided with contact lenses, eye glasses and rec specs, as needed, to maximize performance both in the classroom and on the playing field.

To keep the athlete's vision protected, each athlete will receive a dilated eye exam that will evaluate ocular health and assess risk related to sports impact and ocular trauma.

"The health and safety of our student-athletes is our top priority," said UAB Director of Medical Services M. Heath Hale, M.D. "When we can take advantage of world-renowned optometrists and ophthalmologists working together right here on campus, it's a win for everyone."

During each game, an optometrist will be on-site or on-call to help team physicians and athletic trainers care for any ocular injuries or emergencies that occur. Each UAB athletic team will work with a dedicated optometrist who knows each student-athlete's vision history, and can jump in to handle any number of instances, including abrasion assessment, contact lens replacement, retina evaluation and infection control.

## Dr. Arol Augsburger Honored with Industry Award



ICO President Dr. Arol Augsburger, was honored to receive the James A. Boucher Award of Excellence at the National Academies of Practice Annual Meeting and Forum in Philadelphia on March 18. Dr. Augsburger has been part of the optometry profession for 50 years. He has been a driving force in expanding the role of Doctors of Optometry through fundamentally changing optometric education. He has been a catalyst for expanding the scope of optometry practice in three states, and building recognition for optometry in federal programs such as Medicare, Veterans Affairs, the National Eye Institute, and the Health Resources and Services Administration.

“I was humbled and proud to be recognized with a NAPO award named in honor of the distinguished Dr. James A. Boucher,” said Dr. Augsburger.

This award is given to a NAP Optometry Academy member who has demonstrated exemplary contributions to the profession of optometry and healthcare field and has upheld NAP’s mission to advance science and interdisciplinary healthcare.

---

## Dr. Elizabeth Steele Named Optometric Educator of the Year



The American Optometric Association has named Elizabeth Steele, OD, associate dean for Clinical Affairs in the [University of Alabama at Birmingham School of Optometry](#), its Optometric Educator of the Year.

Steele will be honored as the recipient of the 2017 Optometric Educator Award for her “outstanding service on behalf of the profession, optometric education and the visual welfare of the public,” [according to the AOA](#), which is recognized as one of the leading authorities in optometry. The award will be presented at a ceremony June 21 in Washington, D.C., at the AOA’s 2017 Optometry’s Meeting.

Steele joined the school as a faculty member in 2004 and has since taught in the areas of clinical skills, advanced procedures, ocular disease and imaging. Steele previously received teaching awards, including the UAB Scholarship of Teaching Award in 2012, and was awarded with the Alabama Optometric Educator Award in 2016.

Steele is an active volunteer for the AOA and is a fellow of the American Academy of Optometry; she was recognized for her service to the profession with the Alabama Optometric Association Young Optometrist Award in 2009 and the Southeastern Council of Optometrists Young Optometrist of the South Award in 2010.

In addition to teaching optometry students in classroom and clinical settings, Steele teaches optometry and paraoptometric continuing education courses nationwide, and for the past three years has contributed to the ophthalmic education at the [UAB School of Nursing Adult and Geriatric Nurse Practitioner Program](#).

---

## Dr. Gregory S. Moore Elected Surgical Curriculum Member for AOA



Earlier this year the American Optometric Association (AOA) announced the creation of a surgical curriculum project team consisting of some of the most accomplished clinicians and educators from around the United States. Dr. Gregory S. Moore, Kentucky College of Optometry (KYCO) faculty member accepted his nomination by the AOA Board of Directors to be a part of this team.

Moore has extensive clinical experience and is licensed to practice optometry in West Virginia, South Carolina and Kentucky as well as being certified by the Kentucky board of optometry to perform laser surgical procedures.

“I have no doubt that my inclusion on this historic surgical curriculum project team the AOA has developed is a direct result of the efforts being put forth by the amazing faculty we have assembled here at KYCO to revolutionize optometric education,” said Moore. “I am quite certain what we are doing here will be a large part of the results of the curriculum change this project team will eventually recommend.”

“Dr. Moore is one of the principle architects of the extensive optometric primary care surgical curriculum,” said Dr. Andrew Buzzelli, vice president for optometric education at the University of Pikeville and founding dean of KYCO. “He is one of our many faculty designing our curriculum for the contemporary practice of optometry. The AOA has added a true expert in the field to their committee.”

A native to the Appalachian region, Moore graduated from West Virginia State University with a Bachelor of Science degree in biology and then received a doctor of optometry degree from the Southern College of Optometry in Memphis. He has a vast base of practice experiences ranging from serving as optometrist for the Chicago Cubs Professional Baseball Organization Inc., to owning and working as clinical director of the West Virginia Laser Eye Center LLC. Along with four ophthalmologists in two locations in West Virginia and one in Kentucky, Moore provided peri-operative care for LASIK as well as premium intra-ocular lens implants for cataract surgical patients through the West Virginia Laser Eye Center LLC.

## Dr. Jan Bergmanson named Contact Lens Educator of the Year



The International Association of Contact Lens Educators (IACLE) recently announced their [2017 Contact Lens Educator of the Year Award](#) and the recipient was the University of Houston College of Optometry's own, Dr. Jan Bergmanson. This award recognizes and honors achievements in contact lens education worldwide.

Sponsored by CooperVision, three prestigious awards are presented each year to one individual from each of IACLE's global regions: Asia Pacific, Europe / Africa – Middle-East, and the Americas. Award recipients demonstrate a high level of commitment to IACLE and to helping fulfill its mission to raise the standard of contact lens education worldwide. This honor is aimed at individuals who are involved in teaching in the field of contact lenses and have demonstrated an innovative educational approach in their institution, country or region. Innovations in educational research related to contact lenses or provision of invaluable resources to students will also be considered.

Dr. Jan PG Bergmanson is the Brien A. Holden Professor of Optometry at University of Houston College of Optometry, founding Director of the Texas Eye Research and Technology Center, is licensed in Texas as a Therapeutic Optometrist and an Optometric Glaucoma Specialist. He is a Foundation Fellow of College of Optometry in United Kingdom, Fellow of American Academy of Optometry, where he is a Diplomate in the Cornea, Contact Lens and Refractive Technologies Section and a Fellow of the Scleral Lens Education Society. He is a Lifetime Honorary Member of the Swedish and Dutch Optometric Associations, Life Fellow of the College of Optometry, United Kingdom. Awards received include the British Contact Lens Association's Gold Medal (1998), the 2002 Texas Optometric Association's Educator of the Year Award, the AAO Max Schapero Lecture Award (2006) and the 2014 American Optometric Association Legend Award. Scholarship encompasses 150 clinical and scientific publications, 8 chapters in texts and one book, now in its 24<sup>th</sup> edition.

Congratulations, Dr. Jan Bergmanson on your tremendous honor.

---

## Dr. Jingyun Wang of Salus University Receives AOF Johnson & Johnson Vision Care, Inc. Innovation in Education Grant



Dr. Jingyun Wang, PhD, assistant professor at the Salus University Pennsylvania College of Optometry (PCO), has been awarded the University's first-ever Innovation in Education grant from The American Optometric Foundation (AOF) in collaboration with Johnson & Johnson Vision Care, Inc. The grant is designed to aid recently appointed faculty in advancing their teaching skills in the areas of improving delivery of information to students, new methodologies, increasing the use of new technology in all teaching settings and the promotion of online learning tools. Recipients of the award receive up to \$6,000 to support their projects.

Dr. Wang's project, co-investigated by Salus PCO professor Dr. Linda Casser is titled, "Can Prompt Feedback Provided to Students Using 'Poll Everywhere' Improve the Effectiveness of Optometric Education?" The study is also supported by assistant PCO professors, Drs. Gale Orlansky and Lynn Greenspan.

Dr. Wang is the author of numerous articles in professional journals and publications. She is a member of the Association for Research in Vision and Ophthalmology, the American Association for Pediatric Ophthalmology and Strabismus (where she serves on the research committee), and the International Council of Ophthalmology.

---

## Erin M. Kenny, OD, Named the 2016 Alfred A. Rosenbloom, Jr. Low Vision Residency Award Recipient



Erin M. Kenny, OD, Low Vision Rehabilitation resident Salus University Pennsylvania College of Optometry was chosen as this year's recipient of the Alfred A. Rosenbloom, Jr., Low Vision Residency Award. The award is intended to promote the practice and development of the field of low vision by providing incentive and support to sustain talented optometric residents who demonstrate a passion and commitment to practice, research, and education. Dr. Kenny was noted for "possessing a keen intellect, excellent clinical skills and a true passion for low vision rehabilitation and holistic patient care," said Sarah Appel, OD, FAAO, Diplomate Low Vision Rehabilitation and Associate Professor at the William Feinbloom Vision Rehabilitation Center of Salus University.

---

## KYCO Associate Dean Published in International Journal



Dr. Donald J. Egan, in collaboration with colleagues at the Western University of Health Sciences College of Optometry, recently had an article, “The effect of multifocal soft contact lenses on corneal wave front aberrations for myopia control,” published in a German journal specifically dedicated to contact lens relevant topics. Egan is the associate dean of academic affairs at the Kentucky College of Optometry (KYCO).

The journal is the official publication of the Association of German Contact Lens Specialists and Optometrists (VDCO). The issue, which included Egan’s work, was dedicated to Myopia (nearsightedness). The purpose of the study was to evaluate induced corneal wavefront aberrations which occur with the use of CooperVision proclear multifocal soft contact lenses for myopia progression control. Findings were compared to aberration profiles of reportedly successful orthokeratology outcomes. It was concluded that the use of soft multifocal center-distance contact lenses leads to a significant increase in higher-order wavefront aberrations. The increase in add power is associated with a reduction of lower-order aberrations (primary astigmatism), and an increase in higher-order aberrations. Compared to orthokeratology, the application of contact lenses to reduce refractive error (myopia primarily), the amounts of induced higher-order aberrations with CooperVision proclear Multifocal D lenses were found to be less.

Egan joined KYCO as a founding member of the new administration and as part of the executive council for the optometry school. Egan also has teaching responsibilities that include contact lenses and primary care optometry. He received his doctor of optometry degree from the Pennsylvania College of Optometry after which he completed a residency at the University of Waterloo School of Optometry before becoming a member of their contact lens faculty. Thereafter, he joined the faculty at the University of Missouri-St. Louis developing the contact lens program for the newly established School of Optometry. Prior to his appointment at Pikeville, Egan was a faculty member at Western University of Health Sciences College of Optometry serving as course leader and developing the contact lens curriculum.

## KYCO Collaborates with Cassini



The University of Pikeville-Kentucky College of Optometry (KYCO), has announced a collaboration agreement with Cassini to provide the next generation of Doctors of Optometry with one of the most innovative corneal analysis instruments using the Cassini Corneal Shape Analyzer. The agreement is aimed at improving education and research in key critical areas of optometry including astigmatism, corneal pathologies, dry eye and surgical co-management.

George Asimellis, PhD, assistant professor of optics, initiated the discussion with Cassini and was instrumental in facilitating the collaboration agreement.

“At KYCO, we have put a premium on the technology offered to our students and patients,” said Asimellis.

An anterior-segment imaging expert, Asimellis has been working with Cassini since the prototype device was created. He has published six peer-reviewed papers on the subject matter and presented the Cassini in various international conferences.

“For any corneal refractive procedure to be successful it requires a comprehensive and thorough imaging of the cornea. Anterior and posterior astigmatism can affect the results,” said Asimellis. “Cassini is uniquely positioned among other anterior imaging devices to provide perhaps the most accurate estimate of total corneal astigmatism, both its magnitude as well as its axis.”

Cassini uses patented multi-colored LED point-to-point ray tracing to provide a GPS-like analysis of the cornea including axial and elevation maps used for cataract planning, contact lens fitting and diagnosing corneal pathologies.

“Our patented technology platform allows us to expand applications to improve the quality of eye care and having an influential partner such as Kentucky College of Optometry certainly will aide our research and development,” stated Jeroen Cammeraat, CEO of Cassini.

## KYCO Faculty Members Present Poster at National Meeting



Drs. Donald J. Egan and Donnie Akers presented scientific posters in collaboration with the Western University of Health Sciences College of Optometry titled “Peripheral Corneal Shape Assessment – How Reliable is Keratometry?” and “Traditional Keratometry versus Simulated Keratometry – Do Outcomes Differ?” at the American Academy of Optometry meeting in Anaheim, Calif. Dr. Egan serves as the associate dean for academic affairs and is a professor of optometry. Dr. Akers is a member of the founding faculty and faculty chair for the Kentucky College of Optometry (KYCO).

Corneal shape is essential in determining the fitting characteristics for a contact lens. Traditional manual keratometry is being replaced by computerized corneal mapping however a lot of practices still rely on manual keratometry for the assessment of corneal shape and subsequent contact lens parameter design. With the advancements in contact lens design and technology, relying on the manual keratometer is a concern when attempting to achieve optimal fits. The purpose of the studies was to evaluate the accuracy of central corneal curvature and peripheral corneal curvature assessment with manual keratometry versus computerized corneal topography. It was determined that manual keratometry was not an equivalent substitute for computerized topography and may require recalibration or adjustment in the art of contact lens designing.

Dr. Egan received his Doctor of Optometry degree from the Pennsylvania College of Optometry and completed a residency at the University of Waterloo School of Optometry before becoming a member of their contact lens faculty. Thereafter, he joined the faculty at the University of Missouri, St. Louis, developing the contact lens program for the newly established school of optometry. Prior to his appointment at Pikeville, Egan was a faculty member at Western University of Health Sciences College of Optometry serving as course leader and developing the contact lens curriculum. Dr. Akers received his Doctor of Optometry degree from the Indiana University School of Optometry. Before joining KYCO, he had a private practice in Paintsville for 15 years and has worked for the Veterans Affairs Clinic in Prestonsburg for 11 years. His current responsibilities are gross anatomy, ocular anatomy and clinical practice.

---

## KYCO Faculty Presents at National Meeting



Roya Attar, OD, assistant clinical professor and director of professional relations for the University of Pikeville-Kentucky College of Optometry (KYCO), recently presented a poster at the 2016 American Academy of Optometry (AAO) in Anaheim, Calif. Internationally recognized, the AAO meeting brings together some of the best and brightest Doctors of Optometry from around the world to provide continuing education, present scientific posters, encourage leadership within the profession and discuss optometric education of the future.

Attar's poster, "Optometric Healthcare in Rural Appalachia," focuses on the need for eye care in rural Appalachia. The research points to the challenges in vision care in rural areas including poverty, lack of transportation, lack of education, inconsistent healthcare coverage and healthcare provider's lack of desire to practice in rural and outreach regions.

The National Rural Health Association asserts that limits in access to eye care services for Americans living in rural areas is due to a lack of Doctors of Optometrists. The poster also highlights positive effects on healthcare and access the university's Kentucky College of Osteopathic Medicine has had on rural areas of Kentucky since its establishment and projects KYCO will have a similar positive effect on vision care in Appalachia.

Attar completed her undergraduate degree from the University of Memphis in Tennessee dual majoring in biology and chemistry. She received her doctor of optometry degree from the University of Incarnate Word Rosenberg School of Optometry in San Antonio, Texas. She graduated in the top tier of her class as part of the inaugural class wherein she received numerous awards and recognition for her academic, professional and service achievements. Prior to her appointment at KYCO, Attar was a practicing optometric physician serving patients in San Antonio. Attar also has an extensive background and experience in sales and marketing which serve her well in her role as director of professional relations for KYCO.

## National Academies of Practice Inducts Distinguished Practitioners Fellows



The National Academies of Practice (NAP) inducted several Distinguished Practitioners & Fellows of NAP during a gala banquet on March 18, 2017 in Philadelphia, PA.

They are pictured above top from left to right: Dr. William L. Jones; Dr. Donald Egan (KYCO); Dr. Jeffrey A. Myers; Dr. Brett Bence. Bottom left to right: Dr. Gregory Wolfe (SCO); Dr. Janet L. Leasher (NOVA); Dr. Edward Bennett (UMSL).

Founded in 1981, NAP is an interdisciplinary, nonprofit organization, with membership representing 14 health care professions willing to serve as distinguished advisors to health care policy makers in Congress and elsewhere. The 14 academies of practice within the NAP include: Audiology, Dentistry, Medicine, Nursing, Occupational Therapy, Optometry, Osteopathic Medicine, Pharmacy, Physical Therapy, Podiatric Medicine, Psychology, Social Work, Speech-Language Pathology and Veterinary Medicine.

Membership in the NAP is an honor extended to those who have excelled in their profession and are dedicated to furthering practice, scholarship and policy in support of interprofessional care. The central purpose of NAP is to advise public policy makers on health care issues using NAP's unique perspective -- that of expert practitioners and scholars joined in interdisciplinary dialogue.

New Fellows were inducted following a forum on "Interprofessional Partnerships: Advancing Collaborative Practice, Education, Research and Policy". For more information on nominating potential Fellows to the NAP, call the NAP office at 859-514-9184 or visit [www.NAPpractice.org](http://www.NAPpractice.org).

## Optometry Library in Africa Receives New Life



Optometry school is already difficult. Imagine attending school where there are depleted resources due to a fire. That is the case at the Malawi School of Optometry Program in Africa. Their School at Mzuzu University suffered a fire in the library, damaging all the resources and materials students had access too. The college is in a developing country in South-East Africa where accessing new equipment and supplies presents a challenge.

Dr. Suraj Upadhyaya, former Lecturer at the Malawi College of Health Science Optometry Dept., and current University of Houston College of Optometry (UHCO) PhD candidate working with Prof. Vallabh Das, along with the Physiological Optics Graduate Student Association at UHCO, rushed into action. They sought out the faculty within UHCO to donate books and reference materials for Malawi. In total, 500 books were donated. After discussion with optometry schools in Malawi the top 219 books were prioritized. Through a partnership with Essilor of America and Optometry Giving Sight, the materials were shipped to Africa. The students were elated to have replacement books thanks to UHCO and Dr. Upadhyaya.

The researchers at UHCO are *Enhancing Vision for Life* through their global outreach and support of the optometric community.

---

## Pacific College of Optometry Unveils New EyeVan Mobile Clinic



Steady rain did little to dampen the excitement of nearly 100 supporters on hand to celebrate Pacific University's state-of-the-art mobile eyecare and vision clinic on Thursday, March 9.

The group convened under a tent at the university's Forest Grove Campus to celebrate the College of Optometry's new [EyeVan](#) — a converted 33-foot recreational vehicle that features two full vision exam lanes, labs and other amenities — as the new face of the college's longstanding community outreach efforts.

Optometry students, faculty, staff and alumni joined donors who helped make the new clinic a reality to hear remarks from university President Lesley Hallick and College of Optometry Dean Dr. Jennifer Coyle, and to tour the sparkling new facility-on-wheels.

Led by Community Outreach Director Dr. Sarah Martin, the EyeVan travels to schools, relief organizations, migrant camps and health fairs throughout Oregon and Washington for optometry students to provide comprehensive exams and other screenings to those who lack resources or access to healthcare.

Under the supervision of Martin and other Pacific faculty (also licensed practitioners), optometry students gain hands-on clinical experience providing healthcare to underserved children, elderly citizens, migrant workers, disabled military veterans and others.

The new EyeVan replaces the college's previous mobile clinic, a converted food truck that helped optometry students, faculty and staff deliver complimentary services to tens of thousands of underserved individuals since the initiative launched in 2003, including more than 12,000 under Dr. Martin's leadership over the past four years.

The state-of-the-art replacement vehicle expands the university's ability to provide care to greater numbers and at greater distances.

"Because the EyeVan can go to people who would not otherwise have vision care, it really is the embodiment of the Pacific University mission," Hallick said. "It is clearly understood by our university community that the desire to serve is the best way to teach, that it is what our students need to learn, and that service is this best environment in which they can learn. This EyeVan represents that commitment."

Hallick and Coyle thanked the generous support of donors, including the [Spirit Mountain Community Fund](#), Clark Foundation, Edward and Myri Forsstrom, Evelyn L. Jones Fund of the Oregon Community Foundation, ADI Mobile Health and many others.

Representatives at schools, relief organizations and other community support agencies are encouraged to contact Dr. Martin at 503-352-2173 to learn more about EyeVan services.

## PCO's Innovative Scholars Program in Optometry to Graduate First Class in 2017



With its first cohort set to graduate this year, Salus University Pennsylvania College of Optometry's Accelerated Scholars Program has proven to be a success. This three-year program is the first in the United States. In fact, this inaugural group of 10 students secured a 100% pass rate on Part 1 and 2 of the National Board of Examiners in Optometry.

While the Accelerated Scholars Program is 36 months in duration and the Traditional Program is 44 months, equivalent credits are earned. The difference? The credits are distributed in a unique way, and by using a quarter system, the Scholars Program is compressed and therefore more demanding with fewer breaks. The academic year for the Traditional Program is divided into three terms/semesters.

The Scholars program was conceived after the release of the 2010 Carnegie Report, "Educating Physicians: A Call for Reform of Medical Schools and Residency," which highlighted how higher education is changing, group learning is becoming more important, and the issues of cost and time associated with earning a medical degree, according to Salus PCO interim dean Dr. Melissa Trego. She noted other fields such as dentistry, pharmacy and law have already made the accelerated switch.

Before the first Scholars Program cohort began in July 2014, a small pilot group of Traditional Program students were given the opportunity to accelerate their clinical skills and enter The Eye Institute, the University's main clinical facility, five months earlier than usual. The scholars program emphasizes guided independent learning, lecture and laboratory instruction, small group and case-based learning, as well as web-enhanced instruction.

A focus on individual student learning styles and inherent leadership skills guides the path for Scholars students. "The goal wasn't to create a better product or a better clinician. It was to create the same clinician in a shorter amount of time," said Dr. Trego. "I think we're able to create a great product. The program allows for strong mentorship with the students because of the size of the program. There has been a traditional way in which Optometrists are trained and therefore many believe that there's a certain way that training should occur. What we're finding is that students have different expectations now."

For more about the Accelerated Scholars program, [click here](#).

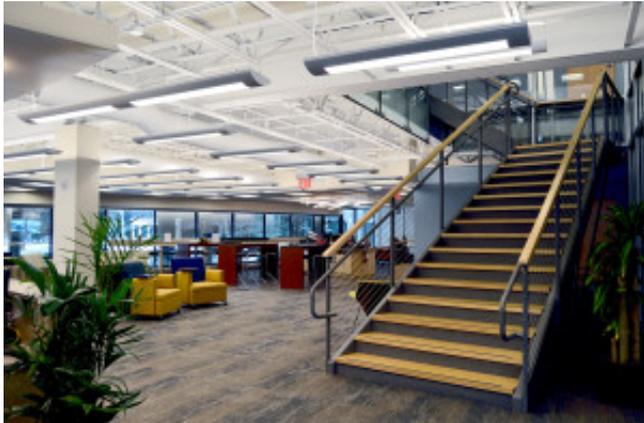
## Salus University Awarded Funds for Patient Centered Medical Home



The Eye Institute (TEI) of Salus University/PCO has partnered with CityLife Neighborhood Clinics/Ampersand Health, LLC to create a Patient Centered Medical Home (PCMH) within TEI's Philadelphia clinic. Occupying a space of approximately 8,100 square feet, the University was approved for a \$1 million grant from the Redevelopment Assistance Capital Program of the Commonwealth of Pennsylvania.

The academic program expansion at Salus has included audiology, physician assistant, public health, occupational therapy and speech-language pathology, all requiring a clinical practicum. Opening this spring, the PCMH will effectively bring necessary primary care services to a medically underserved community, while providing a clinical setting for all of Salus' professional students to train and work in an inter-professional, multidisciplinary and integrated care setting.

## Salus University Learning Resource Center Renovations Complete



Salus University's Learning Resource Center was officially unveiled to students, faculty, and staff in the beginning of January. Third year Salus Pennsylvania College of Optometry (PCO) student, Alexander Van Dyck mentioned, "My first impression of the Learning Resource Center is that it is somehow bigger than the old library. The open layout and improved lighting makes the whole place feel more spacious." Along with its redesign, improvements include: expanded technology services, a state-of-the-art 50-person classroom, a help desk/service center, small group study areas, and a small coffee bar.

---

## Salus University PCO and Seton Hill University Announce Articulation Agreement



Salus University Pennsylvania College of Optometry (PCO) in Elkins Park, Pa. and Seton Hill University in Greensburg, Pa. announced they have joined in an articulation agreement. Under the 3+4 degree program articulation agreement, students who successfully complete the 90 semester credit Pre-Optometry curriculum at Seton Hill with a 3.0 GPA or above may apply for admission to the Salus University Doctor of Optometry four year degree program.

"We are excited about this new agreement with Seton Hill University, an institution that shares our commitment to training the future practitioners of primary healthcare," said Dr. Melissa Trego, interim dean of the University's Pennsylvania College of Optometry. "By offering motivated students the ability to complete their undergraduate degree in three years, we are able to provide qualified students with the opportunity to begin their Doctor of Optometry education a full year earlier than the traditional route."

"Seton Hill University is pleased to partner with Salus University Pennsylvania College of Optometry. Like Seton Hill, Salus University's commitment to innovative student learning is paramount. Our partnership will provide Seton Hill students interested in optometry with an extraordinary venue to attain their educational and career goals," said Seton Hill Provost Susan Yochum, SC, PhD. "Seton Hill's growing programs in the health sciences and the University's affiliations with leading medical programs such as Salus University illustrate Seton Hill's dedication to training healthcare practitioners of the future."

For more information about the 3+4 Doctor of Optometry Degree Program, contact Salus University's Office of Admissions at 215.780.1400 or [admissions@salus.edu](mailto:admissions@salus.edu).

## Salus University Pennsylvania College of Optometry Clinical Skills Renovation



Salus University has made a commitment to ensure that clinical and didactic educational facilities are state-of-the-art. Central to this commitment is the redesign and renovation of the Clinical Skills Lab. The redesigned lab will provide the University's Pennsylvania College of Optometry students with an optimum learning experience in a progressive atmosphere as technology rapidly changes and practice becomes more interdisciplinary.

The updated Clinical Skills Lab will feature state-of-the-art ophthalmic equipment with integration of electronic health record capabilities, preparing the pre-clinical optometry student to assume their provider role in The Eye Institute. The approximately \$5 million dollar project will include an expansion to 34 fully equipped optometric bays, video/camera slit lamps for demonstration, and mounted live feed video cameras for integrated instruction, including a virtual reality simulation lab. Renovation of the new space commenced in January 2017 and will be complete this summer.

---

## Sieving, Gomez to Receive Honorary Degrees from SUNY Optometry



SUNY College of Optometry will recognize two distinguished professionals who have made lasting contributions in their respective fields with honorary degrees during its 2017 commencement ceremony. Dr. Paul A. Sieving, director of the National Eye Institute (NEI), National Institutes of Health, in Bethesda, Maryland, will receive a Doctor of Science and deliver the keynote address; award-winning journalist Dr. Max Gomez will receive a Doctor of Humane Letters.

“Dr. Sieving and Dr. Gomez have made significant contributions to the advancement of eye, vision, and health care, one through research and the other through the education of public,” said SUNY Optometry President David A. Heath. “These gentlemen personify our institutional values of excellence, leadership, inquiry, innovation, professionalism, and service to diverse communities and we look forward to honoring them in May.”

Dr. Paul A. Sieving is internationally renowned as a clinical neurophysiologist who studies the pathophysiology of genetic forms of human retinal and macular degenerations. The impetus for his work came through clinical evaluation of patients with retinal disorders using non-invasive visual psychophysics and electroretinography. The combination of clinical and laboratory investigations has led to cloning novel human disease genes and characterizing the human phenotypes.

Bringing critical health issues to the attention of television audiences, Dr. Max Gomez, an award-winning broadcast journalist and a medical reporter for WCBS-TV, promotes eye and vision care as a public health issue and has showcased the College’s faculty as “go-to” experts in the field. Dr. Gomez previously served as medical reporter and health editor for WNBC-TV and health and science editor for KYW-TV in Philadelphia and WNEW-TV, the predecessor of Fox 5 New York. He has received seven New York Emmy Awards, two Philadelphia Emmys, a United Press International honor for Best Documentary for AIDS reporting, and an Excellence in Time of Crisis Award from New York City for September 11<sup>th</sup> reporting.

Both honorees will join the College’s 101 graduates on Thursday, May 25 at the Roosevelt Hotel in midtown Manhattan.

---

## SUNY College of Optometry Earns AAHRPP Accreditation



The Association for the Accreditation of Human Research Protection Programs (AAHRPP) accredited SUNY College of Optometry's human subject research program on Wednesday, March 22.

AAHRPP provides accreditation for organizations that conduct or review human research, demonstrate that they have built extensive safeguards into every level of their research operation, and adhere to high standards for research. The National Institutes of Health, the world's largest public funder of research, has earned accreditation, as has Pfizer, Inc., the largest industry sponsor of clinical research.

"The standards set by AAHRPP form the benchmarks that human subject research programs across the world strive for," says Dr. Stewart Bloomfield, associate dean for graduate studies and research and director of the Graduate Center for Vision Research. "This achievement indicates that faculty and staff at the College offer the highest standard of care and protection for the people who serve as subjects in our clinical research program."

To date, 238 organizations have earned AAHRPP accreditation, including hospitals, academic institutions, and integrated health care systems in 47 states, Belgium, Brazil, Canada, China, India, Mexico, Republic of Korea, Saudi Arabia, Singapore, South Africa, Taiwan, and Thailand. All major U.S. independent institutional review boards have earned AAHRPP accreditation. More than 60 percent of U.S. research-intensive universities and 65 percent of U.S. medical schools are either AAHRPP accredited or have begun the accreditation process.

---

## SUNY Optometry's Dr. Alexandra Benavente-Perez Advocates for Vision Research Funding on Capitol Hill



SUNY Optometry's Dr. Alexandra Benavente-Perez met with staffers for Sen. Charles Schumer, Sen. Kirsten Gillibrand, and Rep. Yvette Clarke during the Association for Research in Vision and Ophthalmology's Advocacy Day on Capitol Hill on Friday, February 17.

Organized by the National Alliance for Eye and Vision Research, the event engaged 21 domestic and international advocates to visit 36 congressional offices, particularly those of lawmakers with appropriations or authorization jurisdiction over the National Institutes of Health (NIH) and the National Eye Institute (NEI).

“This year, more than ever, we need to stand up for science and defend the institutions that support us, like the NIH and its NEI,” says Dr. Benavente-Perez, an assistant clinical professor at SUNY Optometry who studies the role the peripheral retina and eye shape may have as predictors of future changes in refraction and the interaction between ocular size and vascular physiology.

Though the advocates visited Capitol Hill early in the FY2018 appropriations process, their NIH and NEI funding requests also addressed FY2017, as Congress has not finalized FY2017 spending and the federal government is operating under a continuing resolution until April 28, 2017. They emphasized the detrimental effects of delayed appropriations and urged lawmakers for a \$2 billion increase to NIH base funding for FY2017 and FY2018 in addition to supplemental funding for specific projects in the 21st Century Cures Act.

---

## The Dr. Lorraine Voorhees Student Achievement Center Resource Room Dedicated



On March 27, 2017, Ketchum University formally dedicated the Dr. Lorraine Voorhees Student Achievement Center Resource Room. “We are privileged to formally recognize Dr. Voorhees, a 1971 alumna of the Los Angeles College of Optometry, for her foresight and generosity to this institution,” said Ketchum President Dr. Kevin Alexander.

The room provides a space for students to meet and network. It houses all student support services as well as resource materials on topics ranging from leadership to professional development. MBKU peer advisors hold office hours in the space, and it is also the incubation center for enhancing the “Navigating Your Way Through Professional School” seminar series.

During the dedication ceremony, Dr. Lorraine Voorhees was honored for her 43 years of academic service and leadership in matters of student admissions, recruitment, financial aid, student government, student academic records and services.

For her gifts of time, talent and resources, the Board of Trustees at Ketchum University thanked Dr. Voorhees for her expert work as student advocate and liaison researcher in gender equity in the optometric profession; and volunteer work with ASCO, American Optometric Association and the American Academy of Optometry.

Dr. Voorhees was the Director of Admissions from 1980-2005; Vice President of Student Affairs from 2005-2016 and received Vice President Emerita status on May 19, 2016.

## The Eye Institute's Norristown Satellite Now Open



In an effort to continually serve a variety of patients throughout the greater Philadelphia area, The Eye Institute (TEI) of Salus University Pennsylvania College of Optometry has collaborated with Delaware Valley Community Health, Inc. (DVCH) to open its fourth location in Norristown, PA. TEI's newest clinical facility is located at DVHC's Norristown Regional Health Center.

TEI's Norristown satellite serves as the fourth clinical location for the University's Doctor of Optometry students. Services include adult and pediatric primary eye care and contact lens evaluations. Dr. Michelle Rivera, a graduate of Nova Southeastern University who brings more than a decade of optometric experience to TEI, is the main provider.

---

## The Southern College of Optometry is a Great Place to Work



Southern College of Optometry recently was named the recipient of the Top Workplaces Award for the fourth year in a row. The Memphis newspaper conducted a survey of the city's employers to select the highest employee satisfaction rates.

Southern College of Optometry will award two honorary Doctor of Humane Letters degrees at its May 4 commencement ceremony. Diane Rudner, Chair of the Plough Foundation Board in Memphis, will deliver the class address and receive the first honorary degree. The second degree will be awarded to Marion Rosemore. With her late husband Fredric M. Rosemore, OD, (a 1947 SCO graduate), the Rosemores established scholarships at several optometry institutions. Mrs. Rosemore's daughter and seven grandchildren are Doctors of Optometry.

SCO will open its newest clinic in May, with a grand opening to follow in June. The FocalPoint at Crosstown Concourse is one of several tenants in a massive renovation project being repurposed from one of the Sears, Roebuck & Co.'s distinctive distribution centers which were located in several major cities throughout most of the 20<sup>th</sup> century.

---

## Industry Spotlight



Alcon is the global leader in eye care. As a division of Novartis, we discover new ways to enhance sight and improve people's lives. We have done this successfully for 70 years, through innovative products, partnerships with eye care professionals and programs that create greater access to quality eye care.

Alcon began as a small ophthalmic pharmaceutical shop in Fort Worth, Texas. Through breakthrough innovations, strategic acquisitions and partnerships, and a deep-rooted commitment to partnering with and serving eye care professionals, we've grown into the global leader in eye care.

Our products touch the lives of millions of people each year living with conditions like cataracts, glaucoma, retinal diseases, and refractive errors. We offer the most complete line of ophthalmic surgical devices, as well as a differentiated contact lens and lens care portfolio to help patients see, look and feel their best.

Our products create possibilities, but it's the many talented and passionate eye care professionals around the world who turn those possibilities into realities. By investing in professional education, we help to advance the eye care industry and ultimately create better outcomes for patients and consumers.

We have more than 30 training centers around the world, and offer a wide variety of training programs for practitioners, students, residents and support staff. And since 2010, we've awarded \$58 million in Independent Medical Education grants.

---

## **SIG News**

ASCO's Special Interest Groups have not met since the Fall of 2016.

For the latest news visit <http://eye.opted.org/3569>.

---