



Spring 2014  
Newsletter #39

ASSOCIATION  
OF OPTOMETRIC  
CONTACT LENS  
EDUCATORS

The AOCLE is gearing up for its next annual meeting at Midwestern University Arizona College of Optometry at the end of May!



A huge thank you to everyone at AZCOPT for preparing to welcome us to your campus this year!



Schools with AOCLE representatives:



**Next AOCLE Workshop:**  
May 29 – June 1, 2014

*Midwestern University  
Arizona College of Optometry  
Glendale, AZ*

Arrivals: Thursday, May 29<sup>th</sup>  
Sky Harbor Airport

Departures: Sunday, June 1<sup>st</sup>

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## 2014 AOCLE Workshop & Business Meeting at the Arizona College of Optometry



**Background:** The Association of Optometric Contact Lens Educators (AOCLE) has as its member institutions the schools and colleges of optometry in North America.

The organization holds an annual business meeting, generally in late summer at one of the member schools and attended by two representatives of the contact lens faculty from each of the member institutions.

Topics are selected by the host schools, but all have the goal of enhancing the individual faculty member's ability to provide the highest quality education in the areas of cornea and contact lenses and supporting the faculty in these areas at each of the AOCLE institutions.

The important aspects of the AOCLE Workshop are the annual business meeting of the association, formal programs and informal discussions exchanging ideas and teaching modalities in the field of cornea and

contact lenses, and a separate time for industry partners to share the latest industry news with the educators.

**Elections:** This year, Chair Bruce Morgan, will lead the contact lens educators from the member Schools and Colleges of Optometry in electing the AOCLE officers for the next two years. In addition, we will be looking for those interested in serving on the Communications Committee to assist Andrea Janoff and Lindsay Sicks, as Bill Edmondson is rotating off of the committee this year. We particularly are seeking educators early in their careers so they can build experience in the AOCLE organization. The communications group relays information on contact lens and CL education issues to the rest of the AOCLE community – largely through two newsletters produced per year.



Those interested in serving should call or drop an e-mail to Judy Perrigin (Vice Chair) or Bruce Morgan (Chair). Of course, Andrea, Lindsay, or Bill will be happy to answer any questions.



What's going to happen in Arizona? Dr. Sara Gaib, who is heading up the meeting has developed the workshop based on the theme of **Case Based Learning in Contact Lens Education**.

Attendees will be arriving at the Westin Kierland Resort & Spa in Scottsdale, Arizona on Thursday, May 29th, where there will be "Welcome to the Southwest" reception from 6:00 – 8:00 PM as well as a group of Industry Updates.



Friday's program will be at Midwestern University, AZCOPT. The morning features "Case based learning: an introduction" by Mary Niemczyk, PhD: and "Case based learning in medical education: a look at ThinkShare software" by Herman Gordon, PhD. In the afternoon, Sunny Sanders, OD, Dawn Lam, OD and Matt Palmer, OD will include "An Exercise in Case-Based Learning" a round robin (three 40-minute

stations) and a clinic tour of the Midwestern University Eye Institute.

Saturday: a lecture by Brianne Hobbs, OD: on “Case based learning in optometric education” and “Evidence-based anterior segment care” by Wendy Harrison, OD, PhD and our own AOCLE secretary, Susan Kovacich, OD. The afternoon will start with the **annual business meeting and officer elections**. Interspersed with presentations and discussions on Friday and Saturday will be updates by industry representatives on new programs and product developments. The meeting will end with dinner and the AOCLE Awards Ceremony.

### Campus News – Spring 2014

#### **Michigan College of Optometry at Ferris State University:**

The College’s Vision Research Institute (VRI), welcomes Clinical Research Fellow **Dr. Chad Rosen** to the team. The VRI is dedicated to the creation, development and testing of products and procedures for vision correction. They have already been hard at work and presented several posters at the 2014 GSLS meeting. Dr. Rosen also co-authored the article “Applications of Corneal Topography Beyond Corneal Shape” in the November issue of Contact Lens Spectrum. **Mr. Craig Norman** moderated a panel for that issue’s supplement “Expanding Your Lens Options for Irregular Corneas.” **Dr. Philip Walling** also contributed to the supplement with an original image.

#### **New England College of Optometry:**

NECO welcomes **Dr. Andrew McLeod** as a full-time faculty member. He will be involved in lecturing, lab, and clinic. Dr. McLeod completed his OD, Masters and Residency in Cornea and Contact Lenses at NECO. Previously, Dr. McLeod was a contact lens specialist at Boston Medical Center and also served on the faculty at MCPHS University.

**Dr. Lynette Johns** has also joined NECO as a part-time consultant. She is currently a consultant for Bausch + Lomb, and was previously at the Boston Foundation for Sight where she specialized in fitting the PROSE device. Dr. Johns will staff a clinic session and participate in other teaching activities.

**Dr. Jason Chin** is serving as the Faculty Liaison for the newly formed **Contact Lens Society** at NECO. The goal of the organization is to: *enhance student interest and knowledge of contact lens care and management in efforts to improve patient care. The society will serve to offer academic assistance for contact lens courses and introduce the community to the newest technological advances and contemporary products.* One of their first initiatives was to provide mock proficiencies to assist the OD2 students prepare for upcoming practical exams in Contact Lens lab.

#### **State University of New York College of Optometry:**

**Dr. Eva Duchnowski** has joined the faculty at SUNY College of Optometry.

#### **Illinois College of Optometry:**

**Jan Jurkus, OD, MBA, FAAO** recently had the opportunity to travel to China to lecture on orthokeratology at the COOC meeting. Over 1,000 Chinese optometrists and ophthalmologists attended the meeting where the focus was on the use of orthokeratology for myopia control.

**Dr. Jurkus** was also featured in the new “OD Q&A” section of Optometry Times, February 2014. Dr. Jurkus was asked about where she grew up, how she got into optometry, and some other trivia-worthy tidbits on her life. Did you know that Dr. Jurkus was on a local TV talk show for 8 seasons? More on that and her zip-line adventures can be found at: <http://optometrytimes.modernmedicine.com/optometrytimes/news/od-qa-janice-m-jurkus-od-mba-faao>



**Dr. Jennifer Harthan** was named Chief of the Illinois Eye Institute’s Cornea Center for Clinical Excellence in April 2014.



### University of California Berkeley School of Optometry:

**Michael Harris, OD, JD, MS, FAAO** was recently inducted into the University of California School of Optometry Hall of Fame. He is pictured below receiving the award from his graduate adviser, Dr. Bob Mandell. Bob was one of Michael's mentors and Michael was one of Bob's first graduate students. Currently Dr. Harris serves as Clinical Professor Emeritus and Senior Lecturer Emeritus at UCBSO, where he served as a faculty member for over 50 years.



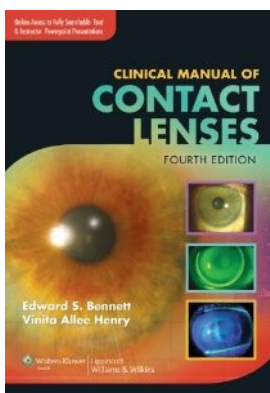
**Dr. John Corzine** published a review of *Clinical Manual of Contact Lenses* in the April 2014 edition of *Optometry and Vision Science*.

### Southern College of Optometry:

In January 2014, **Dr. Dan Fuller**, Chief of the Cornea and Contact Lens Service, The Eye Center at Southern College of Optometry received his fellowship in the Scleral Lens Education Society. He is pictured above receiving the honor from SLS President Bruce Baldwin, OD, PhD.



### University of Missouri – St. Louis College of Optometry:



**Drs. Ed Bennett and Vinita Henry** are enjoying success after the release of the 4<sup>th</sup> edition of their book "Clinical Manual of Contact Lenses." This newest edition includes a fully searchable online text as well as

access to instructor PowerPoint presentations. It also contains many co-authors who are among our AOCLE membership. **Dr. John Corzine** recently provided a review of the book in the April 2014 edition of *Optometry and Vision Science*. Bring your copies to the AOCLE meeting at AZCOPT as there will be a signing by the authors!

UMSL recently welcomed the GPLI and **Dr. Tom Quinn** for an informative GP case

grand rounds lecture. The GP workshop was organized by UMSL Contact Lens resident Dr. Rob Ensley.

### NOVA Southeastern University College of Optometry:

NOVA SE recently welcomed the GPLI for a clinical grand rounds and workshop program. Approximately 100 students from the Class of 2015 benefitted from the program under the direction of **Dr. Heidi Wagner** and NOVA SE Contact Lens resident Dr. Christian Hernandez. Thanks to GPLI Executive Director **Dr. Ed Bennett** for presenting at the meeting on April 3<sup>rd</sup>.

### The GP Lens Institute (GPLI)



The GPLI continues its dedication to being the leading educational resource for practitioners and educators in the field of customized contact lenses. They are continually updating their website at [www.GPLI.info](http://www.GPLI.info).

What used to be a DVD, "Building Your Practice with GP Bifocals and Multifocals" is now available online! The link is <http://www.gpli.info/build-practice-multifocals/>. This comprehensive GP presbyopic program has no less than 17

programs and resources including Power Point presentations on fitting and patient selection, a fee calculator, and several resources for staff and patients. You can also now easily search GPLI educational resources by lens type, view archived webinars and even review the new online curriculum. The patient brochures on Scleral lenses, GP Multifocals, Corneal Reshaping, and GP Lens Care and Handling are available for order. The GPLI continues to offer monthly educational webinars (usually for COPE credit) presented by industry leaders which feature the latest advancements in customized contact lenses. You can register for upcoming webinars right on the website.

The GP Lens Institute (GPLI) and the Contact Lens Manufacturers Association (CLMA) hosted their annual August GPLI Cornea and Contact Lens Symposium at The Ohio State University on August 9-11, 2013.



Thank you to Drs. Nikki Lai, Alex Nixon, and Erin Rueff from OSU and GPLI faculty: Craig Norman, Tom Quinn, Greg DeNaeyer, Randy Kojima, Keith Ames, and LaMar Zigler, as well as participating CLMA member laboratories.

## 2014 Global Specialty Lens Symposium

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

**January 23 - 26, 2014:**

The GSLS is a 2 1/2 day comprehensive meeting, brought to you by *Contact Lens Spectrum*. The focus is on the latest techniques and technologies for the successful management of ocular conditions using today's specialty contact lenses. This international cross-discipline meeting included many AOCLE presenters and highlights this year:

- **Dr. Jason Nichols, Craig Norman, Eef van der Worp, Pat Caroline,** and **Dr. Ed Bennett** were part of the Education Committee who put this meeting together. As part of their duties, they presented, moderated many of the panels, and kept the meeting running on time.
- **Dr. Jeff Walline** presented on "Practical Applications of Lenses for Myopia Control" as part of the Pre-Conference Program. He was also part of one of the CE breakout sessions, presenting his lecture "Fitting Children with Contact Lenses."
- **Dr. Ed Bennett** co-presented two lectures as part of the pre-conference program on "Management of the Aging Eye", one entitled "Contact Lens Multifocal Patient Selection, Evaluation, and Communication" and the other called "Contact Lens Multifocal Fitting and Troubleshooting."
- **Dr. William Miller** lectured as part of the pre-conference program in the "Management of the Aging Eye" session. His lecture was titled "Ocular Dryness and the Aging Eye."
- **Dr. Lynette Johns** co-presented a lecture entitled "Fitting and Troubleshooting Scleral Lenses for Normal Shaped Corneas and Ocular Surface Disease" as part of the Pre-Conference Program.
- **Pat Caroline** moderated a panel that included AOCLE members **Dr. Langis Michaud** and **Dr. Lynette Johns** on the topic of "Managing Corneal-Scleral and Scleral Lens Complications."
- **Dr. Eef van der Worp** presented and moderated a host of General Session topics on ocular shape, one of the hot topics of this year's meeting. Eef's lectures were entitled "An Overview of Ocular Shape Instruments" and "Using Overall Ocular Sagittal Height in Soft Contact Lens Fitting."
- **Mark Andre** and **Dr. Lynette Johns** also hosted their own CE breakout sessions this year. Mark's was called "Custom Soft Contact Lens Correction" and Lynette's was entitled "Scleral Lenses for Really Sick Eyes."
- **Dr. Amy Dinardo-Lotoczky** presented as part of the free papers section of the meeting. Her work was entitled "Common Factors in Multifocal Lens Success," a study completed at MCO.

- **Mark Andre** participated in the general session panel “Custom Soft Lenses: A Case History Session.”
- **Dr. Langis Michaud** presented at the final general session, giving a lecture entitled “How we manage our post-graft patients: using reverse geometry sclerals and piggyback as our main options.”
- A host of AOCLE members and friends were involved in CE breakout session sponsored by industry. These individuals include: **Dr. Renee Reeder, Dr. Jennifer Harthan, Dr. Lynette Johns, Craig Norman, Mark Andre, Pat Caroline, Dr. Langis Michaud, Dr. Matt Lampa, Dr. Jeff Walline, Dr. Eef van der Worp and Dr. Josh Lotoczky.**
- More than 11 AOCLE members also had posters at this meeting, many co-authored with students and residents.
  - Congratulations to **Dr. Norman Leach** for winning 1<sup>st</sup> place in the Scientific Posters section with his research “Midday Visual Fogging in Scleral Lens Wearers: Does Fit Matter?”
  - Congratulations to **Dr. Josh Lotoczky** for winning a 2<sup>nd</sup> place award in the Clinical Posters section with his poster “Livin’ on the Edge (Profile)”.

The next GSLS will be held **January 22 - 25, 2015** at Bally's Casino in Las Vegas, NV. Agenda information will be posted this month to the event website [www.GSLSymposium.com](http://www.GSLSymposium.com).

## Soft Toric and Presbyopic Lens Education (STAPLE Program)

The 2014 STAPLE Program continues to provide students with opportunities to practice fitting real patients with soft toric and/or multifocal lenses provided by the program's sponsors: Alcon, Bausch + Lomb, CooperVision, and Vistakon. The goal of the workshop is to provide general soft contact lens education that will benefit the student through valuable lens fitting experiences with toric and multifocal lenses.

To schedule an event at your school, please contact the program administrators, **Ursula Lotzkat** ([ulotzkat@aol.com](mailto:ulotzkat@aol.com)) and/or **Sue Schnell** ([slconnelly@aol.com](mailto:slconnelly@aol.com)). Ursula and Sue look forward to working with you toward the common goal of increasing students' confidence level and skills with soft contact lenses.

A calendar, schedule and program description is available for the Toric and Multifocal Fitting Workshops at [www.stapleprogram.com](http://www.stapleprogram.com). Upcoming workshops are being held at **IAUPR, SUNY, NSUOCO and Pacific!**



## Industry News – Spring 2014

### The Vision Care Institute (Vistakon)

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

W. Lee Ball, OD, FAAO

[WBall@its.jnj.com](mailto:WBall@its.jnj.com)

Dick Wallingford, OD, FAAO

[RWalling@its.jnj.com](mailto:RWalling@its.jnj.com)

Effective April 15<sup>th</sup>, Acuvue® Oasys for Astigmatism will be available in more parameters, offering doctors a range of options to provide coverage for 98 percent of spherical and astigmatic patients.

“Research confirms that nearly half of all patients requiring vision correction have clinically significant levels of astigmatism in at least one eye”, said Lee Ball. “With additional parameters of Acuvue® Oasys for Astigmatism, more patients can experience the exceptional comfort of Hydraclear® Plus Technology and the visual stability of our revolutionary Blink Stabilized Design.”

Parameters are being expanded to include: -6.00 to +6.00 in 0.25D steps (Cylinders: -0.75, -1.25, -1.75, -2.25; Axis: Full circle in 10° steps) and from -6.50 to -9.00 in 0.50 steps (Cylinders: -0.75, -1.25, -1.75, -2.25; Axis: Full). With the introduction of these new parameters, the company also announced that effective March 31<sup>st</sup> of this year diagnostic Acuvue® Advance for Astigmatism lenses will no longer be available.

Also, the Vistakon Healthy Vision Contact Lens tear sheets are still available at: <http://www.acuvueprofessional.com/HVCL>

## Art Optical

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

Mike Johnson

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Erik Anderson

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800.253.9364

Art Optical launched its newest GP multifocal, mPower!™. It is a front surface center distance simultaneous vision GP multifocal developed for advanced presbyopes requiring additional near vision. The lens uses multiple front surface power zones with minimal base curve eccentricity to provide good near vision without compromising distance VA.

The company also continues to manufacture all Rose K designs, including the Rose K2 XL™ semi-scleral lens. As with all Art Optical-manufactured GPs, the Rose K™ products are all produced and shipped within 24 hours. In the soft lens arena, they still feature award-winning technology and virtually unlimited parameter options through the Intelliwave® line and for the irregular cornea, Kerasoft® IC is also available. For more information on training and using these lenses, contact Mike or Erik.

## Menicon

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

Randy Sakamoto, OD, PhD

[drsakamoto@menicon.com](mailto:drsakamoto@menicon.com)

Menicon's newest material is its latheable silicone hydrogel material - Lagado LSH. They have also received FDA 510(k) Clearance for the Menicon Progent Large Diameter Contact Lens Case. The case is

made of polycarbonate and is non-vented. It can accommodate lenses from 11 mm to 23mm in diameter. Also, don't forget about the availability of Menicon Unique pH via Menicon's WebStore.



## SpecialEyes

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

Ms. Lindsay McCorkle

[lmccorkle@specialeyesqc.com](mailto:lmccorkle@specialeyesqc.com)

888.232.9653

Michelle Walsh

[mwalsh@specialeyesqc.com](mailto:mwalsh@specialeyesqc.com)

SpecialEyes is proud to announce the launch of their fully customizable SpecialEyes 54 Multifocal! This custom soft contact lens option for your presbyopic patients features a custom aspheric design for easy patient adaptation. It has a customizable power progression and customizable center zone. More information on the lens can be found here: [http://specialeyesqc.com/custom-page.php?page\\_id=67](http://specialeyesqc.com/custom-page.php?page_id=67)

The company recommends you start with a center near design OU, but center distance is available upon request. The add power can go up to +4.00D and the lenses will arrive within 2-4 days of order. Credit is available for any non-adapted patients. To aid in educating practitioners, faculty, and students about the benefits of the new lens, SpecialEyes is sponsoring an email "crash course" with Dr. Rob Davis called "Learn How To Design Custom Multifocals and Fit More Presbyopic Patients." You can sign up for the course here: <http://specialeyesqc.com/courses.php>

SpecialEyes is still offering many educational and research program options to the AOCLE membership, including the "Design & Prescribing" educational programs with **Dr. Matt Lampa**. These presentations can be in conjunction with a hands-on wet lab for students to experience and discover the benefits of a custom lens! Please contact Lindsay McCorkle or visit <http://www.specialeyesqc.com/programs.php> for more information on these valuable program offerings.

## Alcon

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

Dave Sattler

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Patients will soon notice updated packaging and bottle design enhancements when they purchase Clear Care® Cleaning and Disinfecting Solution, produced by Alcon.

Currently, Clear Care® is bottled with a white, screw-top cap over a red tip. This will be replaced with a convenient flip-top cap, similar to the closure system of Opti-Free® brand of multi-purpose disinfecting solutions produced by Alcon. However, the new flip-top cap will be red to help remind consumers about the potential consequences of misusing hydrogen peroxide eye care products.





The size of the bottle will be updated to one that is slightly shorter and wider. Despite a change in size, there are no changes to the product, only to the packaging and design.

Alcon is also planning to launch Air Optix® Colors this May. The line received U.S. Food and Drug Administration approval earlier this year, according to a company press release. The lenses will combine FreshLook® color technology with Air Optix® silicone hydrogel material, embedding the color into the matrix of the lens.

The company states that current Air Optix® lens wearers will not need to be refit should they wish to purchase the colored lenses. All colors should be available at launch and include two color groups: subtle (which consists of pure hazel, blue, green, gray and brown) and vibrant (brilliant blue, gemstone green, and sterling gray).

Alcon has also expanded its Dailies® AquaComfort Plus® line of lenses with the addition of toric and multifocal options. Alcon took the design from its Focus Dailies Toric lenses and added features from the Dailies® AquaComfort Plus® line, including blink-activated moisture.

The Dailies® AquaComfort Plus® toric lenses include cylinder powers of -0.75 D, -1.25 D and -1.75 D, and provide 10 axes at plus and minus 20 degrees of 90 degrees and 180 degrees in 10-degree increments. The design also features scribe marks at 3 and 9 o'clock, with an OK indicator for patients where the vertical line of the "K" doubles as a scribe mark at the 6 o'clock point.

The Dailies® AquaComfort Plus® multifocal lens combines the design and parameters of

the Air Optix® Aqua lens and the blink-activated AquaComfort Plus® material. The lens will be available in three add powers and in distance powers ranging from +6 D to -10 D in 0.25 D steps.

Dailies Total 1® is still a great option for spherical daily disposable patients - the world's first and only water gradient contact lens. This breakthrough technology features an increase from 33% to over 80% water content from core to surface, approaching 100% at the outer surface. The ultrasoft, hydrophilic surface gel is designed to provide exceptional lubricity. 100% lubricity maintained even after a day of wear. In one study, patients preferred Dailies Total 1® 13 to 1 over their habitual lenses.

If you are interested in holding a guest lecture program at your school for students, residents, and/or faculty, please contact Dave for more information.

## **Contamac, Ltd.**

*Tim Koch*  
*Senior Professional Services Specialist*  
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*Marty Dalsing*  
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Contamac is well-known for its sophisticated, wettable materials, including the Optimum GP family and the customizable Definitive silicone hydrogel material. Keep in mind the Definitive line is available in a range of materials. The Definitive 50, Definitive 65 and the well established Definitive 74 are all designed to enhance corneal health and satisfy demand for specialty silicone hydrogel lenses.

Contamac has a dedicated, experienced team of professionals in research, manufacturing and professional services; and plays an integral role in the global, thriving, eye care marketplace.

## **X-Cel Contacts**

*Linda Glover*  
[LGlover@walman.com](mailto:LGlover@walman.com)  
800-241-9312

The newest X-Cel lens is the Flexlens® ARC (atypical refractive correction) custom soft lens for the irregular cornea. The lens fits like a regular toric soft lens with no need to worry about peripheral curves or other parameters that may complicate the fit. It utilizes a standard back surface fitting curve, precise axis, cylinder, and enhanced center thickness to stabilize the correction over an aberrated cornea. Since the lens is made in Duluth at X-Cel's manufacturing facility, turnaround time is quick, quality is superior, and reproducibility is consistent. The lens is indicated for the correction of various ocular conditions, including keratoconus, pellucid marginal degeneration, corneal transplants, post-refractive surgery, and any other irregular corneal conditions.

The Atlantis™ Scleral lens is also now available where you can customize the lens fit by manipulating 3 zones to control the sagittal height relationship of the lens to the anterior ocular surface. Each zone is laser marked on the diagnostic lenses for an easier evaluation and teaching experience for AOCLE members.

X-Cel has also added quarterly and monthly replacement options for the Westcon



Horizon Presbyopic series of lenses, including a multifocal toric lens design making this a more affordable option for your patients.

## **Synergeyes**

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

*James Kirchner, OD  
President*

SynergEyes has launched the Duette® Progressive, its newest multifocal hybrid contact lens for presbyopes of all ages – even those with astigmatism. The lens utilizes a near center aspheric add zone in combination with a distance aspheric zone to provide seamless progression of powers from distance to near. A choice of three add powers gives each patient a personalized solution for their visual needs. The lens uses hyper-Dk materials much like those of other Duette® products. There is also a UV-blocker incorporated into the GP center.

All orders can be placed empirically through the Synergeyes website. Ordering empirically improves the patient's first fitting experience, minimizes the number of fitting visits, and requires no need for investment in a fitting set. These lenses, like other SynergEyes products, are only available from independent eye care professionals.

SynergEyes is also pleased to continue to offer a free pair (6 month supply) of Duette® lenses to all currently enrolled optometry students and residents. Additional lenses may be purchased at 50% off the list price as long as the student is enrolled in school and/or a residency program.

## **Essilor / OOGP**

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

*Mary Ann Kail*

[Mkail@EssilorUSA.com](mailto:Mkail@EssilorUSA.com)

Essilor Contact Lens Specialists has announced the arrival of the Expert Progressive multifocal GP to the US. This presbyopic lens design contains slab off technology, with a 360° uniform edge thickness, making it the most comfortable translating GP lens available. It is made with B+L materials and is only available through Essilor. The lens is available with BC 7.20 to 8.60 in 0.05mm steps and OAD 8.5-10.0mm in 0.50mm steps. Powers range from -15.00D to +10.00 in 0.25D steps with add powers from +1.00-+3.50 in 0.25D steps.

Essilor still offers an unconditional guarantee on all of their proprietary designs. Contact your sales consultant to learn more about their educational services and designs, including Essilor Jupiter, Jupiter Plus, Perimeter and ContinuVu.

## **Abbott Medical Optics**

[www.amo-inc.com](http://www.amo-inc.com)

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A reminder of the host of AMO Corneal products, including an array of solutions and drops for your contact lens patients:

RevitaLens OcuTec® Multi-Purpose  
Disinfecting Solution

Complete® Multi-Purpose Solution Easy  
Rub® Formula

Blink® Tears Lubricating Eye Drops  
Blink Contacts® Lubricating Eye Drops  
Complete® Blink-N-Clean® Lens Drops  
Complete® Lubricating and Rewetting Drops  
Oxysept® UltraCare® Formula Peroxide  
Disinfection System  
Ultrazyme® Enzymatic Cleaner

## **Bausch + Lomb**

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

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## **Bausch + Lomb Optometric Educator Meeting Highlights: Jan 22-23, 2014**

This year AOCLE members from each College of Optometry attended the Bausch and Lomb Educators meeting in Las Vegas, prior to the Global Specialty Lens Meeting. Dr. Mo Merchea was the “Jimmy Fallon” of this interactive meeting that let us get a “hands-on” preview and feel of products subsequently released in the first and second quarter of 2014.

Of course, we were interested in how the meeting would go as Bausch + Lomb ([www.bausch.com](http://www.bausch.com)) is now part of Valeant Pharmaceuticals International, Inc. It became obvious during this pleasantly

paced agenda that B&L continues as a “leading global eye health organization that is solely focused on protecting, enhancing, and restoring people’s eyesight”. Core businesses include ophthalmic pharmaceuticals, contact lenses, lens care products, ophthalmic surgical devices and instruments.

Dr. Merchea addressed questions about current educational protocols with the Contact Lens Programs of Schools and Colleges of Optometry.

**Who to Contact:** E-mail one of two “point-persons” for B+L, Drs. Ben Chudner or Mo Merchea! Rather than rely on the old “educators” website for requests and information, Mo asked that we use this new approach for the time being.

The first person to contact is Ben Chudner, Director of Medical Strategy ([Benjamin.Chudner@bausch.com](mailto:Benjamin.Chudner@bausch.com)). This would include day-to-day questions and requests. Ben will see the request goes to the correct person in the organization. Of course, Mo said to contact him ([Mohinder.Merchea@bausch.com](mailto:Mohinder.Merchea@bausch.com)) if you have trouble reaching Ben or have any unusual requests. Telephone numbers for both doctors are available under the Bausch + Lomb Industry News section.

Educational lenses are a little different from a few years ago. Student Interns are able to obtain one box of educational lenses per eye of each type of lens for the duration of their academic career. It seems that this is similar to Vistakon’s policy.

There were no presentations on the Pharmaceutical side of Bausch and Lomb,

but Medical Science Liaisons (like Keyur Patel, PharmD who we’ve met at previous educator meetings) were on hand to answer any questions and provide assistance to our schools.

The folks in the “Custom Lab Channel” are our familiar Bausch + Lomb friends: David Bland, as Director, Custom Lab and Lynette Johns, OD, FAAO, now serving as Clinical Consultant, Custom Lab Channel. Web connections are: [www.fit-boston.com](http://www.fit-boston.com) for the following items: *A Guide to Scleral lens Fitting, Correction of Keratoconus with GP Lenses, Correction of Presbyopia with GP Lenses, Boston Materials and Solutions Product Guide*. There are also video resources available: “Application and Removal” video (a link to the Scleral Lens Education Society website) and “Scleral Lens Fitting” videos (about 5 minutes each). Also, at [www.kerasoftic.com](http://www.kerasoftic.com) there is a MoRoCCo VA “app” where you can follow the fitting guide and also e-mail orders directly to the lab. Claire Venezia serves as Global Marketing Manager for this Custom Lab Channel Group.

**New Monthly Lens:** Joseph Barr, OD, MS, FAAO, Vice President, Medical Affairs, Pharmaceuticals & Vision Care, at Bausch + Lomb was with us at this meeting and along with Mo helped introduce us to the new CL products. Most of the attending educators had an opportunity to experience the monthly *Bausch + Lomb ULTRA™* contact lens with *MoistureSeal™* technology. A video slit lamp was on hand to monitor lens movement. If Bill Edmondson could wear this lens with complete comfort for four hours in the “hostile environment” of the Rio Hotel in Las Vegas, then this new lens technology (new material and different lens

edge) may really break the cycle of discomfort for patients!

### **New Peroxide-Based System:**

Educators also had the opportunity to experience *PeroxiClear™*, the new Peroxide-based Contact Lens cleaning and disinfecting solution. Like the other products, *PeroxiClear™* is 3% hydrogen peroxide cleaning and disinfecting solution. However, it has a formula that contains *Triple-Moist Technology™*, which (in pre-marketing) studies indicate that it can provide up to 20 hours of moisture → more than enough for third year students to study for national boards. The studies also demonstrated that *PeroxiClear™* provides the disinfection efficacy you expect from a hydrogen peroxide solution, but neutralizes in only four hours, as compared to six hours with other peroxide systems. *PeroxiClear™* solution will be available at major retailers starting in April-May 2014 (including Target, Rite-Aid, K-Mart, Wal-Mart, Walgreens and CVS) and at most retailers nationwide by June 2014.

All in all, this was a beneficial meeting for the contact lens educators, as we were able to actively evaluate new products before they are available to our patients. In addition, the lines of communication were opened between educators and folks in the new corporate structure.

### **CooperVision**

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

Gary Orsborn

[gorsborn@coopervision.com](mailto:gorsborn@coopervision.com)

CooperVision has named Gary Orsborn, OD, MS, FAAO, FBCLA as Senior Director, Global Professional Affairs. In this role, he is

responsible for leading CooperVision's North America Professional & Academic Affairs team.

Prior to joining CooperVision, Dr. Orsborn was with Bausch + Lomb for 28 years. He is an alumnus of The Ohio State University College of Optometry. Dr. Orsborn's expertise spans a variety of areas, including: medical affairs; management of field clinical studies of marketed and developmental contact lenses and care products; development of practitioner educational materials; worldwide professional relations; and marketing of vision care products.

CooperVision has launched Biofinity® XR, an extension of the Biofinity® product line. The lenses are now available in powers from +8.50 to +15.00DS (0.50D steps) and -12.50 to -20.00 (0.50D steps). The current Biofinity line continues to be available in +8.00 to -12.00DS powers.

In the Spring 2014 AOSA *Foresight* Magazine, Amy Puerto, a student at Southern College of Optometry published a moving article, "*Adopt a patient, improve a life: Opening the Eyes of Memphis, One Contact Lens at a Time*". It not only outlines CooperVision's Adopt-A-Patient program, but how much it changed the lives of the selected patients and their student clinicians. The article is also available on the student website: AOSA.org

The Adopt a Patient program is entering its seventh year, partnering with VSP to provide needy patients an opportunity to wear contact lenses, while giving your students a hands-on fitting experience. CooperVision will provide each patient with a year's supply

of lenses and VSP will reimburse the school for the exam, fit and follow up care. Contact Dana Beards ([Dana.Beards@VSP.com](mailto:Dana.Beards@VSP.com)) for more information.

## **Blanchard Contact Lens, Inc.**

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

Lee Buffalo, National Sales Director

[leembuffalo@aol.com](mailto:leembuffalo@aol.com)

Blanchard Contact Lens has new Onefit P+A and Onefit Cone scleral lens fitting videos available for viewing on their website. A coding and billing page, also available on the homepage, will link you directly to the GPLI resources. The company plans to continue their "Beyond The Limbus" educational lecture series into 2014. In the summer of 2013, at the AOCLE meeting in Pomona, California, Blanchard Contact Lens announced that the company is extending the invitation to attend a *Beyond The Limbus* workshop to faculty and residents of all AOCLE affiliated schools, at the expense of Blanchard Contact Lens. Since last year's meeting 19 faculty and residents from AOCLE affiliated optometry schools in North America have attended *Beyond The Limbus* Workshops. We wish to thank AOCLE officers and members for their invaluable support, partnership and forward vision.

"*Beyond The Limbus* is a project we had discussed for quite some time. Scleral lens designs are each unique in how they are fit. We have confidence in our lenses. We felt if we put them in the hands of the practitioner and provided clear direction and guidance, that the lens, and the program, would speak for itself," says Jean Blanchard, President of Blanchard Contact Lens.

AOCLE members wishing to attend a *Beyond The Limbus* workshop should contact their Blanchard Sales Representative or National Sales Director Lee Buffalo at [leembuffalo@aol.com](mailto:leembuffalo@aol.com) or contact Kristen Bernier by phone (603)525-8022 or email to [kmbernier@comcast.net](mailto:kmbernier@comcast.net).

## **Valley Contax**

Janice Adams, President and CEO

Josh Adams, Vice President

Jennifer Conklin, Schools Support

Coordinator

800.547.8815

200 South Mill St.

Springfield, Oregon, 97477

[contax@valleycontax.com](mailto:contax@valleycontax.com)

Jennifer Conklin has been named "Schools Support Coordinator" at Valley Contax. Jennifer has been with the team for over 15 years. At the last AOCLE workshop Josh Adams discussed with us that Valley Contax is dedicated to supporting the effective learning for both student doctors as well as practicing optometrists. Jennifer will help accomplish that goal.

Valley Contax is providing fitting sets of their new Custom Stable Elite lens to all colleges of optometry as part of their pledged support. The CS Elite employs the same incredibly effective reverse geometry that the traditional CS lenses have always used for limbal clearance. What makes the Elite so special is the TLZ, or Toric Landing Zone. The toricity is standard in this lens as the fitting set is generated with 200 microns of deviation on the meridians. This set is effective for cases where landing zones are not symmetrical, as well as establishing orientation points for the CS Elite Toric.



This lens is designed to ballast cylinder on appropriate axis without the use of heavy prism. The flat meridians for the Elite are conveniently lasered with "o" markings for easy evaluation. Please let Jennifer know if you would like to get an Elite set in your school!

Valley Contax has also updated its website to be mobile-friendly and includes a preferred provider listing. They have expanded their You Tube channel with a new commercial, "Your Eyes" which emphasizes the advantages of the Custom Stable line of lenses for patients in need of true positioning, maximum hydration, all day comfort, and sharp vision. The video is available here:

<http://www.youtube.com/watch?v=LRbtZ02HYZA>

Valley also continues to welcome students to their manufacturing facility. They work closely with Pacific University students and just welcomed another group last month. Valley's state-of-the-art video studio allows them to record patients being fit with various GP and scleral lenses.

## Paragon Vision Sciences

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

Ken Kopp, FCLSA

Clinical and Professional Services

Paragon Vision Sciences

480-507-7667

[KenKopp@ParagonVision.com](mailto:KenKopp@ParagonVision.com)

There are many different colors available in CRT lenses if you are ordering in the HDS100 material. The stock tint is green, but red, blue, and yellow are all options.

Also, new in the CRT Dual Axis design are RZD differences up to 100 microns (in 25 microns steps). All the schools should now have the CRT software program. If you don't, please contact Ken Kopp.

A reminder that the NormalEyes 15.5 is also available. Paragon hopes to be able to offer this scleral lens design to your clinics in the near future.

## ABB Optical Group

<http://www.abbconcise.com/>

Arch Holcomb

Scott Luther

The group is America's leading distributor of brand name contact lenses and the industry's foremost manufacturer of custom gas permeable contact lens designs. They ship more than 12,000 orders daily and serve 16,000 eye care practitioners nationwide. Their mission is simple: to provide eye care professionals with quality products and services, and to advance the optical supply chain through innovation and technology.

## Advanced Vision Research

Diane M. Houtman, OD

Vice President of Professional Relations



Advanced Vision Research brings us the full line of TheraTears® products.

The lubricating drops include a multi-dose bottle preserved with disappearing preservative sodium perborate. A non-preserved unit dose formulation, a thicker non-preserved unit dose formulation (TheraTears® Liquid Gel), as well as the contact lens compatible TheraTears® Contact Lens Comfort Drops are available.

Additional products include SteriLid®, an eyelid cleansing foam, and TheraTears® Nutrition, an Omega 3 supplement containing a unique flaxseed/fish oil combination. AVR's newest product, introduced at the AOCLE meeting, is called TheraTears® Allergy Eye Itch Relief. It is a ketotifen product in a new 10mL bottle, which provides a 60 day supply.

## Allergan

Mark Risher

Manager of Eye Care Strategic Initiatives

Allergan Eye Care is extremely appreciative of the opportunity to support and participate in the AOCLE Workshops. Allergan is focused on helping the eye care practitioner treat ocular disease more effectively, with an emphasis on dry eye disease, allergy and glaucoma. For more information about Allergan's product portfolio, as well as access to patient education materials, product rebates and coupons, and other resources, please visit [www.AllerganOptometry.com](http://www.AllerganOptometry.com).

## Oculus

Joel Nava

[jnava@oculususa.com](mailto:jnava@oculususa.com)

The Oculus® Easygraph is a compact and affordable corneal topographer that is EMR ready.

Features include:

- Corneal topographer measuring 22,000 points
- Real built-in keratometer
- Mountable on most slit lamps

Optional Software:

- Keratoconus screening & Zernike analysis
- CL fitting software
- Oximap software

## In Depth In Contact Lenses: Educational Programs from Industry

In past issues we provided an insight to special educational programs provided by Blanchard and Valley Contax. We are continuing this series to demonstrate how industry can be a resource and a partner with AOCLE members and schools. In this issue, we are including an **In Depth** look at **Art Optical's** programming for this academic year.

Spring 2014: Art Optical participated in the first of 4 scleral lens workshops held annually at Indiana University for 4th Year Optometry Students, and hosted Michigan College of Optometry's class of 2016 for an introduction to custom contact lens applications and a lab tour.



In Dec. 2013: Art Optical hosted Dr. Paul Rose, Inventor of the ROSE K family of lens designs, for a dynamic lecture, followed by live patient fittings and hands-on experience with the ROSE K2 XL Semi-Scleral lens.

Held in Art Optical's new Technical Training Center, the event was attended by nearly 40 specialty lens fitters. Dr. Stephanie Ramdass, the current Cornea and Contact Lens resident at Michigan College of Optometry also participated in the session.



*Dr. Ramdass inserting a ROSE K2 XL lens on a post-graft cornea as Dr. Rose observes.*

Art Optical is also a key sponsor of the semi-annual GP Multifocal workshops at NOVA SE University College of Optometry in Ft. Lauderdale, FL. Guest instructor Dr. Stephen Byrnes worked with Primary Care/Contact Lens Resident Christian Hernandez, OD and fourth year students during their most recent workshops. These educational events are coordinated and attended by **Dr. Andrea Janoff**.



And finally, Director of Consultation, **Mike Johnson, FCLSA**, leads a group of students in a hands-on GP lens workshop at Michigan College of Optometry.





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