

Spring 2015 Newsletter #41

ASSOCIATION
OF OPTOMETRIC
CONTACT LENS
EDUCATORS

The next AOCLE Summer Workshop will be June 4-7, 2015 at Southern College of Optometry in Memphis, Tennessee. Our SCO hosts are hard at work putting together an exciting and informative meeting. They will share more details with us as the program develops.

The meeting hotel is the Peabody, mere blocks from many Memphis attractions. The hotel has an 80 year long tradition of housing a team of five mallard ducks in the hotel's lobby fountain. The Peabody ducks march daily at 11 a.m. and 5 p.m. Raised by a local farmer and a friend of the hotel, each team of Peabody Ducks lives at the hotel for only three months before returning to the farm, where they are free to live as wild ducks. When off-duty, the ducks live in their Royal Duck Palace on the hotel's roof.



Schools with AOCLE representatives: **Next AOCLE Workshop:** June 4 -7, 2015 Southern College of Optometry Memphis, TN Thursday, June 4th Arrivals: Departures: Sunday, June 7th **Memphis International Airport**

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Campus News - Winter/Spring '15

Michigan College of Optometry at Ferris State University:

The Vision Research Institute (VRI) at MCO continues to expand. The VRI, directed by **Craig Norman, FCLSA**, is dedicated to the creation, development and testing of products and procedures for vision correction.



Quite a few of the MCO AOCLE members work with the VRI, including John Pole, Chad Rosen, Bruce Morgan, Josh Lotozcky, Amy Dinardo, Stephanie Ramdass, Adeline Bauer, and Bob Buckingham, all pictured above.

MCO was well represented at the 2015 GSLS, sweeping the Clinical Poster Awards! **Dr. Amy Dinardo's** work with student Evan Andrews, entitled "A Comparison of the Neutralization Process Amongst Various Hydrogen Peroxide-Based Contact Lens Solutions" took first place. A second place finish went to **Dr. Adeline Bauer** and **Dr. Josh Lotoczky** for their poster

"Let's Settle This Once And For All: A Comparison of Scleral Lens Settling."

Illinois College of Optometry:

Dr. Jennifer Harthan is now the Chief of the Cornea Center for Clinical Excellence.

Dr. Jan Jurkus was presented with the 2014 AOA-CLCS **Achievement Award** which is presented annually in appreciation of "Outstanding contributions to the optometric profession in the area of contact lenses and eye care." Dr. Jurkus also has recently traveled to China to lecture on orthokeratology.

Indiana University College of Optometry:

Dr. Jason Jedlicka was named Chief of the Cornea and Contact Lens Service.

University of the Incarnate Word Rosenberg School of Optometry:

Dr. William Miller was named the Associate Dean of Academic Affairs of UIW Rosenberg School of Optometry. Dr. Miller has spent many years at the University of Houston College of Optometry where he was Chair of the Clinical Sciences Department.

Midwestern University Arizona College of Optometry:

Dr. Joshua Baker has been promoted to Associate Dean of Academic Affairs at the Midwestern University Arizona College of Optometry's Glendale campus.

In January 2015, **Dr. Sara Gaib** was named Clinical Care Coordinator – Contact Lenses at the Midwestern University Eye Institute in Glendale.

Midwestern University College of Optometry - Illinois:

Dr. Sunny M. Sanders has been promoted to Dean of the College of Optometry at Midwestern University's Downers Grove, IL campus. The campus is aiming to enroll students for an entering class in the fall of 2016.

University of Houston College of Optometry:

Dr. Anita Ticak welcomed baby daughter Mila in November, 2014.

NOVA Southeastern University College of Optometry:

Dr. Heidi Wagner and Dr. Chris Woodruff will be leaving NSUCO to return to their alma mater, OSU. Dr.
Wagner will continue her work in clinical

teaching and research and will assume the role of Externship Director. Dr. Woodruff will continue teaching ophthalmic optics and will participate in the implementation of educational technology. The faculty at NSUCO will miss their esteemed colleagues greatly.

PCO at Salus University:

Dr. Rick Spinell (also known by his penname M. Richards) recently published a mystery e-book through Smashwords – the world's largest indie e-book distributor. The story is called, "The Dog Knows, But He's Not Talking." It's about a young female bank executive living in north east Philadelphia who gets murdered. Her Marine live in boyfriend is suspected and her German Shepherd is the only witness...

Southern California College of Optometry at Marshall B. Ketchum University:

SCCO-MBKU was also well-represented at GSLS. The first place award for Scientific Posters was awarded to **Dr. Heidi Miller** and **Dr. Timothy Edrington** for their poster "Corneoscleral Lens Management of a Bilateral Corneal Transplant Patient Suffering from Severe Ocular Surface Disease."

Western University of Health Sciences College of Optometry:

Dr. Frank Spors was named the inaugural recipient of the Educator of the Year award by Western University. The award is presented at graduation. Educators from all 9 colleges at WU are eligible for the prize.

Dr. Don Egan has left WUCO to become the Associate Dean for Academic Affairs at the University of Pikeville Kentucky College of Optometry.

Prior to Dr. Egan's departure, he and Dr. Spors presented a 4 hour workshop entitled "Intro to Large Diameter GP Contact Lenses." The event was sponsored by 5 companies, including X-Cel Contacts, Visionary Optics, Art Optical, AVT, and TruForm Optics. About 25 local ODs participated and actively fit patients in the WUCO preclinic laboratory.

IACLE

As you may already know, the Third IACLE World Congress on Contact Lens Education will be held in Manchester from May 24-28, 2015, immediately prior to the BCLA meeting. The latest

information about the meeting is on the web site:

https://www.iacle.org/joomla/index.php/3rd-iacle-world-congress-2015

The GP Lens Institute (GPLI)



The GP Lens Institute (GPLI) is constantly working to update its website, www.GPLI.info. You can now easily search education by lens type, view archived webinars and review the new online curriculum. The "GP Case Grand Rounds" lecture given at many Colleges of Optometry has now been recorded as a webinar and is available both in the online curriculum and in the Students section of the site.

Also available are four patient brochures on topics such as Scleral lenses, GP Multifocals, Corneal Reshaping, and GP Lens Care and Handling. The GPLI continues to offer monthly educational webinars presented by industry leaders which feature the latest advancements in customized contact lenses. You can register for the webinars on the website. CE credit is available through University of Houston.

The GP Lens Institute (GPLI) and the Contact Lens Manufacturers Association (CLMA) will host their annual GPLI Cornea and Contact Lens Symposium for Residents at **The Ohio State University** on **August 13-16**, **2015**.

A special thanks to **Dr. Bruce Morgan**, **Craig Norman** and the entire **MCO VRI Faculty** for an outstanding 2014 program.

As part of its sponsorship of GSLS, the GPLI held an advisory luncheon with contact lens faculty members. Of note, a Student Membership Committee was formed to explore the development of student membership in the GPLI. Thank you to Drs. Bruce Morgan, Matt Lampa, Etty Bitton, Lacey Haines, and Keshia Elder who have agreed to work with Dr. Clark Chang on the GPLI Student Membership Committee.

2015 Global Specialty Lens Symposium

www.GSLSymposium.com

January 23 - 26, 2015: The Global Specialty Lens Symposium (GSLS) is a 2 and 1/2 day comprehensive meeting, brought to you by Contact Lens Spectrum. The focus was on the latest techniques and technologies for the successful management of ocular conditions using today's specialty contact lenses. This international crossdiscipline meeting included both surgical and non-surgical management options and offered hands-on demonstrations of cutting-edge products, as well as scientific content. The venue was once again the Rio All Suites Hotel and Casino! Accredited for continuing education under COPE, the symposium provided approximately 30 credit hours.

Many AOCLE faculty members and industry representatives spoke at the meeting. Even more had posters or participated in industry sponsored education.

New this year was a State of the Contact Lens Industry Panel which featured members of industry including representatives from Alcon, Bausch + Lomb, CooperVision, Johnson & Johnson Vision Care, and the CLMA.

Recipients of the GSLS Award of Excellence included Scleral Lens Pioneers Don Ezekiel (Australia), Ken Pullum (UK), Perry Rosenthal (USA), and Rients Visser (Netherlands).

Did You Know?

In September 2014, the 100th STAPLE Soft Toric Workshop was held at The Ohio State University!



Bruce Morgan, Lindsay Sicks, Josh Lotozcky, and UMSL Resident Javeria Azhar catch up at the Saturday night GPLI Reception at GSLS. MCO Student Evan Andrews also stuck his head in for the picture!

The 2016 meeting will be held at Caesar's Palace on January 21-14.

Soft Toric and Presbyopic Lens Education (STAPLE Program)

The STAPLE Program continues to provide students with opportunities to practice fitting real patients with toric and/or multifocal lenses provided by the program's sponsors, Alcon, Bausch + Lomb, CooperVision and Johnson & Johnson Vision Care. The goal of the

workshop is to provide generic soft contact lens education that will benefit the student through a valuable lens fitting experience with toric and multifocal lenses.

To schedule an event at your school, please contact the program administrators, Ursula Lotzkat (ulotzkat@aol.com) and/or Sue Schnell (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.

Industry News – Winter 2015

ABB Optical Group

http://www.abbconcise.com/

Arch Holcomb aholcomb @abboptical.com

Scott Luther <u>SLuther@abboptical.com</u>

As **ABB** OPTICAL GROUP celebrates their **25th** anniversary, they remain steadfast in their commitment to

optometry. Today **ABB** OPTICAL GROUP currently supplies approximately two-thirds of practicing optometrists nationwide with optical products ranging from soft contact lenses, stock ophthalmic lenses, eyewear and more. They also manufacture gas permeable and custom soft contact lenses and offer eye care professionals the services of its Digital Eye Lab, the first fully automated lab dedicated solely to freeform digital lens fabrication in the United States.

ABB OPTICAL GROUP is pleased to support AOCLE. They serve many of the Colleges of Optometry through their *Value Proposition*. In celebration of their 25 years of serving AOCLE Members, ABB will provide our students with a 20 lens, single vision, diagnostic GP Fit Set for only \$95.00. Please contact Ann Shackelford, Director – GP Consultation, at 800-852-8089 ext. 5823 or ashackelford@abboptical.com for further details.

If your school would like to learn more about ABB's *Value Proposition* please contact Scott Luther, Strategic Accounts Manager, at 800-852-8089 ext. 7272 or sluther@abboptical.com.

Advanced Vision Research

Diane M. Houtman, OD Vice President of Professional Relations <u>dhoutman@akorn.com</u> Regina Assaf rassaf@akorn.com Advanced Vision Research brings us the full line of TheraTears products. The lubricating drops include a multidose bottle preserved with disappearing preservative sodium perborate. A nonpreserved 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 eyelid cleansing foam, and TheraTears Nutrition, an Omega3 supplement containing a unique flaxseed/fish oil combination. AVR's newest product, called TheraTears Allergy Eye Itch Relief, is a ketotifen product in a new 10mL bottle - a 60 day supply.

Alcon / Ciba Vision

www.alcon.com

Tom Duchardt tom.duchardt@alcon.com

Alcon continues to lead the way with Dailies Total One® - the world's first and only water gradient contact lens.

In March, they launched a web-based *Guide to Clinical Contact Lens Management* for contact lens practitioners. The easy-to-use guide has been updated to include more conditions, images and videos than previous print versions. The guide is available on myalcon.com and provides

a compact summary of signs, symptoms and management options of a broad range of anterior segment and contact lens-related conditions.

Alcon also released to the market a new, more consumer-friendly CLEAR CARE® contact lens case.

The two-tone contact lens case helps consumers differentiate left and right lenses and the lens baskets in the case now have tabs for easier opening.



New CLEAR CARE® contact lens case

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

Allergan

Mark Risher
Manager of Eye Care Strategic Initiatives
risher_mark@allergan.com

Allergan Eye Care is extremely appreciative of the opportunity to support and participate in the AOCLE Summer 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, access to patient education materials, product rebates and coupons, and other resources, please visit www.AllerganOptometry.com.

Art Optical

www.artoptical.com

Mike Johnson <u>mjohnson@artoptical.com</u>

Erik Anderson
eanderson@artoptical.com
800.253.9364

At the 2015 GSLS, Art Optical launched Ampleye, a new 16.0mm scleral lens design. Art Optical continues to be one of the industry leaders in presbyopic GP contact lens production, with the recent introduction of mPower! This lens is a front surface center distance simultaneous vision GP multifocal for advanced presbyopes requiring additional near add. The lens design incorporates multiple front surface power zones with minimal base curve eccentricity so distance VA stays crisp, and you don't have to worry about corneal molding.

They are still manufacturing the Rose K family of lenses, including the new Rose K2 XL semi-scleral lens - all produced and shipped within 24 hours. In the custom soft lens arena, they feature award-winning technology and virtually

unlimited parameter options in the Intelliwave line. For the irregular cornea, Kerasoft IC continues to gain followers in the US. Art Optical's extremely knowledgeable team of dedicated fitting consultants is a valuable resource for students as they learn the intricacies of custom contact lens fitting. Feel free to have your students call the consultation department from the clinic floor!

Bausch + Lomb

www.bausch.com

Todd Love Todd.Love@bausch.com

Todd Love is B+L's new Director of Professional Strategy, Vision Care. In this capacity, Todd will focus on the development of Optometric Institutions. current and future key opinion leaders and professional programs. Todd has extensive experience in the optometric industry spanning more than 15 years in a wide variety of sales, marketing, and professional development leadership roles in which he consistently increased company value, delivered business results and successfully launched major global brands. Immediately prior to joining B + L, Mr. Love served as the director of market development at Alcon Laboratories, where he focused on driving Alcon's U.S. vision strategy and outreach for the company's key opinion leaders program.



Todd Love at B+L -Director of Professional Strategy, Vision Care

At the GSLS, Lynette Johns reminded Attendees of the specialty lens fitting resources available from B+L, including GP multifocal, keratoconic, and scleral lens fitting guides. Visit: http://www.fitboston.com to download the guides and obtain more information on Boston products. Kerasoft IC lens training is available at:

http://www.kerasofttraining.com/

Blanchard Contact Lens, Inc.

www.blanchardlab.com

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Blanchard Contact Lens is uniquely focused on partnering with eye care professionals to improve all aspects of the contact lens wearer experience. They provide support and education for educators, staff and patients through the Center for Professional Development under which practitioner education programs, in-office training, and a patient support website may be found.

Blanchard Contact Lens introduced Onefit lenses for everyday normal corneas three years ago. Onefit lenses have been extremely well received as the first scleral lens designed for the healthy normal cornea. Athletes, presbyopes, astigmats and dry eye patients desiring all day comfort with crisp, consistent vision are enjoying the benefits of Onefit lenses. Blanchard is pleased to introduce Onefit 2.0. The new enhanced 2.0 lens design serves as the platform for the single vision spherical, multifocal and toric options and will soon be available in a postrefractive surgical reverse geometry design! Direct your patients to the Onefit 2.0 patient portal at http://onefitlenses.com/

Contamac, Ltd.

Tim Koch, formerly at Contamac as the Senior Professional Services Specialist timkoch@msn.com

Contamac is the world's largest producer of contact lens and IOL materials. The company is committed to supporting AOCLE and strengthening the bridge of communication between the schools and the laboratories partnered with Contamac. In fact, Contamac provided sponsorship for 5 new companies to attend last year's AOCLE meeting.

Contamac is well-known for its sophisticated, wettable materials, including the Optimum GP family and the customizable Definitive Silicone Hydrogel material. Contamac has a dedicated, experienced team of professional in research, manufacturing and professional services and plays an integral role in the global, thriving, eye care marketplace.

Also note that Contamac has decided to restructure its Contamac Specialty Lens Institute (CSLI) program. Any further questions and communication regarding Contamac and the CSLI can be directed to Marty Dalsing,

marty@contamacus.com.

CooperVision

www.coopervision.com

Gary Orsborn, OD gorsborn@coopervision.com

Mark Andre, COT, FAAO mandre@coopervision.com Just seven months after adding clariti® 1 day to their family of silicone hydrogel contact lenses, CooperVision, Inc. reports a strong demand for clariti® 1 day lenses. The demand from U.S. eye care practitioners actually exceeded the company's initial expectations.

CooperVision is also committed to bringing new technologies to the optometric practice and has several programs that are intended to integrate into a practice some tools for better communication with patients, namely the WebSystem3 and the EyeCare Prime TM Premier.

The Adopt a Patient program is entering its seventh year and is partnering with Vision Service Plan to provide patients in need an opportunity to wear contact lenses, while giving optometry students another hands-on contact lens fitting experience. CooperVision will continue to provide each patient with a year's supply of lenses and VSP will reimburse the schools for the exam, fitting and follow up care. Please contact either Mark Andre or Dana Beards (Dana.Beards@VSP.com) for more information on the program.

Essilor / OOGP

www.essilorcontacts.com

Mary Ann Kail MKail @EssilorUSA.com Essilor/OOGP contact lens specializes in custom GP contact lens designs and is also one of the largest soft lens distributors. Their advanced lens designs, materials, state of the art laboratories, and expert consultation provide superior support for you and your contact lens patients. This year Mary Ann announced the release of the Expert Progressive lens design. The Jupiter Plus lens, a multifocal design for the Jupiter scleral GP, is also available.

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

Johnson & Johnson Vision Care

Charissa Lee, OD Clee 132 @its.jnj.com

W. Lee Ball, OD, FAAO WBall@its.jnj.com

2015 Vision Care Institute's CL Educators Meeting!

In February, THE VISION CARE INSTITUTE®, LLC (TVCI), brought together faculty from 18 different schools and colleges of optometry for a

hands-on training event. **Dr. Beth Kinoshita**, from the Pacific University
College of Optometry, remarked that
"The Educator's Meeting at TVCI was
very informative". She especially liked
hearing the different perspectives of
research and marketing behind product
development and design.

While at TVCI, the educators were introduced to two new lenses. 1-DAY **ACUVUE® DEFINE™ Brand Contact** Lenses and 1-DAY ACUVUE® MOIST **Brand MULTIFOCAL Contact Lenses.** by their inventors from the department of Research and Development. In the second portion of the program, the doctors fit patients in lenses and were able to interact with these patients to gain immediate feedback on lens performance. As they continue to launch new technologies, Johnson & Johnson Vision Care Companies are dedicated to informing the contact lens educators and keeping them apprised of new advancements.

Synergeyes

www.synergeyes.com

James Kirchner, OD President jkirchner@synergeyes.com

Peg Achenbach, OD, FAAO VP Professional Services pachenbach@synergeyes.com

ULTRAHEALTH

UltraHealth ®FC (Flat Curve) was launched early in 2015. It is in limited release now. This is a great lens for post RK patients and other oblate corneas. UltraHealth® FC is a second generation hybrid lens, with a high Dk GP center and a high Dk Silicone Hydrogel skirt, designed for post-surgical refractive error and trauma.

UltraHealth FC is designed to give your post-refractive patients and patients with oblate corneal surfaces great vision and comfort with all the advantages of high Dk materials.

Training is required to fit the lens, similar to other SynergEyes products.

SynergEyes is also still offering a **free pair 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 an optometry school or residency program.

Paragon Vision Sciences

www.paragonvision.com

Ken Kopp, FCLSA Clinical and Professional Services Paragon Vision Sciences 480-507-7667 KenKopp@ParagonVision.com There are many different colors available in CRT lenses if you are ordering them in the HDS100 material. The stock tint is green though 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 schools should now have the CRT software program. If you don't, please contact Ken Kopp.

Just as a reminder, 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. Also on the horizon for Paragon is the SiHy material SiloWet. This material has been submitted to the FDA for manufacturing approval and is expected to soon.

Truform Optics

George Mera, NCLE-AC george_mera@tfoptics.com

TruForm has recently participated in several workshops at the schools and colleges of optometry, and will soon be providing faculty training as well.

They are excited to share the ease of fitting their segmented multifocals and DigiForm Scleral lenses, all available with toric and quadrant specific options.

They find the students' enthusiasm and increased confidence in working with GP lenses extremely rewarding. Truform

encourages any of the Schools to schedule a student and/or faculty training workshop to take advantage of these exciting opportunities.

Valley Contax

Janice Adams, President and CEO Josh Adams, Vice President

Jennifer Conklin, Schools Coordinator jennifer@valleycontax.com

Valley Contax is pleased to announce the Extern 5 Pak Program! Valley Contax has partnered with the AOSA to offer compact, 5 lens Custom Stable Elite™ fitting sets to all students entering their 4th year externship rotations (for the current class of 2016 while supplies last). These sets are designed to extend the knowledge of scleral fitting and further their journey of becoming scleral lens fitting masters. The CS Elite™ is a toric landing zone reverse curve scleral design that is dynamic enough to fit on eyes of all types. Its unique reverse curve and adjustment features provide a system for fitting "normal eyes" as well as irregular corneas. Contact Valley Contax or the AOSA with any questions.

Valley Contax also would like to thank the Contact Lens educators at schools all over the country: "It is been a joy to be a part of a movement that is redefining the custom contact lens. The tireless effort that it takes to accomplish the task of the continual evolution of Contact Lenses of all kinds is incredible. The entire Custom Lens industry thanks you for your commitment".

Visionary Optics

Cassandra Gordon cassandra @visionary-optics.com

Visionary Optics announced their newest design, the Elara scleral lens in April. The design is a prolate geometry to fit the "regular cornea." These lenses are indicated for patients with ocular surface disease, with or without a dry eye component, and patients who have failed with traditional GP or soft lenses. The lenses are under a 90 day unlimited warranty. For additional information, please visit www.visionary-optics.com.



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