

INDUSTRY NEWS

The following companies support ASCO's national programs and activities benefiting the schools and colleges of optometry in the United States and Puerto Rico.*

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M & S Technologies, Inc.
Marco
Oculus, Inc.
Optos North America
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Contributors**(\$5,000 - \$9,999)**

Accutome
CooperVision
LasikPlus / Visium Eye Institute
Review of Optometry
Safilo Group
TLC Vision

As of January 1, 2013

New Portable A-Scan Solution Unveiled

Accutome introduced the A-Scan Plus Connect, a compact and efficient tool for measuring axial length prior to cataract surgery, in a mobile laptop/PC compatible platform. The Connect can link directly to a PC, laptop or tablet device. In addition to its direct-connect ability, the new instrument features an improved and easy-to-upgrade software interface and calculation menus. Information can easily be uploaded to electronic medical records systems and shared with the company's B-Scan Plus and UBM Plus devices.

Accutome specializes in portable ophthalmic equipment and also offers more than 6,000 clinical supplies and medications. The company recently unveiled a new e-commerce Web site. For more information, visit www.accutome.com, e-mail info@accutome.com, or call (800) 979-2020.

National Competition Participants Chosen

Walmart announced the regional winners in its 2012-2013 Project Foresight optometry scholarship competition in which student teams from ASCO member schools design an "Optometric Practice of the Future," which promotes the profession of optometry and the values and vision of Walmart & Sam's Club Health and Wellness.

The regional winners, who receive a team scholarship of \$1,500 and a travel grant to attend and the opportunity to compete in the National

Project Foresight Scholarship Competition during the AOA meeting in San Diego, are:

- Southern College of Optometry: Enrique Palacios and Frank Caru-sone
- MCPHS University School of Optometry: Marie Mantelli and Kathryn Surdovel
- MCPHS University School of Optometry: Charles Engelbrecht and Prathik Philip
- The Ohio State University College of Optometry: Abigail Graeff and Marcella Pipitone
- Michigan College of Optometry at Ferris State University: Ramon Yalldo and Lou Greco
- NOVA Southeastern University College of Optometry: Blake Dornstauder and Rhea Butchey
- NOVA Southeastern University College of Optometry: David Dada and Sara Berke-Silva
- Inter American University of Puerto Rico School of Optometry: Dominique Oker and Ratidzo Macharaga
- Pacific University College of Optometry: Shane McDonald and Jona Johnson
- Indiana University School of Optometry: Danielle Richardson and Kinjal Bhatt
- New England College of Optometry: Esther Yang and Mary Vivirito.

The winners of the national competition were to be announced on June 28, not in time to be included in this issue of the journal. The first-place winner receives a \$15,000 team scholarship, and the second-place winner receives a \$5,000 team scholarship.

FDA Approves Tecnis Toric 1-Piece IOL



The FDA approved a new post-cataract surgery IOL from Abbott, the Tecnis Toric 1-Piece IOL. The new lens can correct loss of focus due to pre-existing corneal astigmatism of 1.0D or greater. Because it is built on the Tecnis aspheric platform, it also minimizes spherical aberration to provide patients with sharp distance vision.

According to Abbott, the Tecnis Toric 1-Piece IOL remains very stable once inserted into the eye and meets the American National Standards Institute's new standard for toric IOL rotational stability. Additional information is available at www.tecnistoriciol.com.

Portable Camera Available for Trial



A new portable retinal camera from Volk is available for a 3-week trial. Weighing just 1 lb., the new camera captures non-mydratic high-resolution jpeg images of the retina that can be downloaded to any PC.

The trial is intended to provide training and support so that users can fully realize the technical and economic benefits the camera can provide. To arrange a free trial, call (800) 345-8655.

Scleral Lens Now in 16-mm Design BAUSCH + LOMB

Visionary Optics LLC, an authorized lab for Bausch + Lomb's Boston contact lens materials, now offers a 16-mm version of its Europa Scleral lens. The Europa is a next-generation design based on the company's Jupiter Scleral technology. It capitalizes on the design tenets of a true scleral lens with the goal of improving fit and comfort.

A modified scleral zone and enlarged optic zone are designed to optimize scleral landing and improve corneal vault. The new design also incorporates a reverse curve to fit a wider range of corneas, simplifying the fitting process.

The new lens is available in both a seven-lens and 14-lens diagnostic fitting set. For more details, call (877) 533-1509.

Data Management App Released for iPad



Carl Zeiss Meditec has extended its Forum Archive & Viewer data management system for ophthalmology and optometry to include an app for iPads. The new software application allows doctors to have convenient and secure access to their diagnostic patient data wherever and whenever they may want it.

The app solution utilizes the simple, intuitive iPad interface and enhances the diagnostic workflow because data access is no longer limited to stationary computers.

The company also announced that it received the NorthFace ScoreBoard Award from the Omega Management Group Corp. in recognition of achieving excellence in customer service in 2012. This is the tenth consecutive year it has been honored with the award. For more information, visit www.meditec.zeiss.com.

List of Practice Tools for Optometry Grows



The Vision Care Institute LLC, part of the Johnson & Johnson family of companies, is expanding its ODLean Consulting Program to better help eyecare practitioners manage patient flow, increase productivity, improve patient experience and boost profits.

By attending the new one-day seminar, Operating a Lean Practice,

doctors and their staff members can learn to improve patient scheduling and clinical balance and implement communications techniques for effective patient hand-off from technician to doctor and from doctor to optician. The seminar is being conducted in multiple locations across the country at a fee of \$350 per attendee.

The expanded offerings also include a series of e-learning modules, ranging in length from 5 to 20 minutes, which will be available through www.ODLean.com starting in mid to late 2013. Also in mid to late 2013, users of the iPad application ODLean Patient Experience will be able to send patient flow data to a Web portal where they can access their metrics.

For more information, including seminar locations and registration, visit www.ODLean.com.

New Awards Program Supports Researchers



CooperVision launched a Science and Technology Awards Program to provide scientists in academia and research institutes a substantive opportunity to pursue emerging ideas and concepts. The program focuses on ocular surface health and anterior segment symptomology through advancement of technologies including, but not limited to, materials, devices and compounds. It consists of the CooperVision Seedling Award and the CooperVision Translational Research Award.

The Seedling Award is intended to incentivize collaborations with CooperVision in a new research area for a one-year period. It enables investigators to generate preliminary data that could be used toward a future Translational Research Award. The award provides funding for one year and is awarded on a one-time basis only at a maximum total cash amount of \$100,000, including indirect costs.

The Translational Research Award is a multi-year award for a substantive translational research project.

Collaboration between basic scientists, engineers and clinicians is strongly encouraged in order to achieve high-quality, innovative translational research. This award provides funding up to \$400,000 for up to two years, including indirect costs. A maximum of \$250,000 can be requested for any one year. The award may be considered for renewal.

CooperVision strongly encourages early-career and established faculty in areas other than contact lens research to apply. For information about the application process and materials, visit <http://coopervision.com/our-company/science-and-technology-awards>.

Printed Multicultural Tools a Click Away



Transitions Optical Inc. has made it easier than ever to order printed copies of its multicultural resources through a new online ordering feature at MyMulticulturalToolkit.com, an online resource designed to help practices better understand and meet the needs of their diverse patients. With the click of an "order" button, eyecare professionals can enter their practice information and request to have multicultural resources delivered to their practice, free of charge.

Available materials include white papers, bilingual pocket cards to help eyecare professionals smoothly guide patients through the eyewear selection process, and bilingual guides to the eye appointment.

PDF versions of the multicultural resources can be found at MyMulticulturalToolkit.com. Orders for printed materials are also accepted through Transitions Optical Customer Service directly at cservice@transitions.com or (800) 848-1506.

Technology Bundle Offers Benefits



The Haag-Streit Octopus perimeter can now be bundled with Optovue's optical coherence tomography technology (RTVue and iVue). Optovue will be responsible for sales, installation and training for Octopus in the United States, and Haag-Streit will be responsible for ongoing clinical support and technical service. According to the companies, the bundled technologies "create an advanced package that will provide a superior diagnostic tool," and include "the best of both worlds, offering the optimum structure-function solution."

For more information, visit www.optovue.com or www.haag-streit-usa.com.

Water Gradient CLs Launched in U.S.



Alcon announced the U.S. launch of Dailies Total1, the first and only water gradient contact lens that features an increase from 33% to more than 80% water content from core to surface. At the very outer surface, the water content of the lens approaches 100%. The launch follows more than a decade of research and development to create a daily disposable contact lens that delivers exceptional breathability and comfort that lasts through the entire day.

Dailies Total1 are made from the new delefilcon A water gradient lens material, which combines silicone hydrogel innovation, the latest generation of Alcon's proprietary LightStream lens technology, and advances in surface chemistry. For more information, visit www.alcon.com.