

## INDUSTRY NEWS

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

**Patrons****(\$50,000 - \$90,000)**

Alcon Laboratories

**Benefactors****(\$25,000 - \$49,999)**

Allergan, Inc.

Essilor of America

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**Supporters****(\$15,000 - \$24,999)**

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Transitions Optical

Vision Service Plan

Walmart Stores, Inc

**Friends****(\$10,000 - \$14,999)**

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Compulink Business Systems

Haag-Streit

HEINE

International Vision Expo

Keeler Instruments

M &amp; S Technologies, Inc.

Marco

Oculus, Inc.

Topcon Medical Systems

Volk Optical

**Contributors****(\$5,000 - \$9,999)**

Bausch + Lomb

CooperVision

LasikPlus

Review of Optometry

Safilo Group

TLC Vision

**University Dedicates  
Essilor Student Center**

essilor

Seeing the world better

A dedication ceremony for the Essilor Student Center at Marshall B. Ketchum University (MBKU) was held this June on the university's Fullerton, Calif., campus. The naming of the Student Center, along with the Essilor Conference Center at the university's Eye Center at Los Angeles, is in recognition of the corporation's history of support to the institution.

"Essilor has a long-standing record of social and financial support to the Southern California College of Optometry at MBKU," said university President Kevin L. Alexander, OD, PhD, in a press release. "Their recent pledge of \$250,000 to the university's ACHIEVING 20|20 Campaign boldly endorses our vision to reimagine the future of health care through the expansion of educational programs and strengthens our partnership."

At its Shared Visions Gala on October 2, 2014, MBKU will present Essilor with its V-Award for Corporate Humanitarian Service to honor the company's support of charitable organizations across the United States and around the world, which has touched the lives of thousands of people and left a lasting social impact.



*Pictured from left to right: Kevin Alexander, OD, PhD, President of Marshall B. Ketchum University; Julie Schornack, OD, MEd, Vice President for Clinical Affairs, Southern California College of Optometry at Marshall B. Ketchum University (SCCOMBKU); Bob Colucci, Chairman of the Board, Essilor Vision Foundation; Ms. Tiffany Chen, incoming President of the SCCOMBKU Student Association; Rod Tabran, Vice President of Professional Relations and Clinical Affairs, Essilor of America; and Stanley Woo, OD, MS, MBA, SCCOMBKU Dean.*

\* As of June 1, 2014

## Dr. Lee Steps into Student-Focused Role



DIVISION OF  
**Johnson & Johnson**  
Vision Care, Inc.

Charissa Lee, OD, has been appointed to the position of Director, Education, Johnson & Johnson Vision Care Inc. (JJVCI) North America. In this role, Dr. Lee leads the development of programs supporting the schools and colleges of optometry across the United States.



*Charissa Lee, OD*

“Johnson & Johnson Vision Care is committed to supporting the education of the next generation of optometrists,” commented Millicent Knight, OD, Head of Professional Affairs, JJVCI. “With the addition of Dr. Lee to our Professional Affairs team, we look forward to working even more closely with optometry schools to provide students with additional tools and resources they need to become effective, successful practitioners.”

Prior to joining JJVCI, Dr. Lee served as a Professional Affairs Consultant to the company, whereby she regularly educated optometric practitioners on clinical issues and practice management strategies. Since 2012, she

has served as Program Director and lecturer for educational events at The Vision Care Institute, LLC.

## Pro-Optometry Video Gains Supporters



The Allergan Foundation has awarded a competitive Focus Grant to the Association of Schools and Colleges of Optometry (ASCO) to support the “Be a Doctor of Optometry: Put Your Future in Focus” video. The Allergan Foundation joins Luxottica in supporting ASCO’s initiative to promote the Doctor of Optometry profession.

The video, available on the association’s YouTube channel ([www.youtube.com/channel/UCmws13yqQhOpSl-R2qKjxizQ](http://www.youtube.com/channel/UCmws13yqQhOpSl-R2qKjxizQ)) and through its website, is the latest marketing tool developed for the ASCO/American Optometric Association Joint Project of Further Developing a Robust, Diverse, and Highly Qualified National Applicant Pool. The video complements the True Stories booklet and other information and resources at the ASCO website, [www.opted.org](http://www.opted.org).

## Industry Veteran Sattler to Retire



Dave Sattler will retire from Alcon in August, after 28 years of service. His most recent role with the company has been overseeing academic development for US Vision Care as Director of Professional Relations. According to Alcon, while holding this position Sattler strengthened the company’s ties to optometry schools and colleges. He also worked with the Alcon Foundation, the city of Fort Worth and two optometry schools in Texas

to help establish an eye clinic for the underserved in downtown Fort Worth.

“I have had 28 great years with Alcon, but I am most proud of the eyecare now being provided to the local underserved patient population through the establishment of the Fort Worth Community Eye Clinic,” Sattler said in a press release. “This program brings together our local city government, optometry schools and Alcon to make a real difference in patients’ lives.”

Sattler’s career with Alcon began in 1986 when he was hired as a sales representative in San Diego, Calif. His colleague Rick Weisbarth, OD, FAAO, Vice President of Professional Affairs for US Vision Care, commented “Dave is one of the most respected industry professionals in the eyecare field. It was my pleasure to work side-by-side with Dave for so many years as his passion for eye care is unmatched in the industry.”

Tom Duchardt is expected to step in to lead the academic development initiatives for Alcon US Vision Care following Sattler’s retirement.

## Research Explores Issues of Diversity



Transitions Optical Inc. recently released results of research it commissioned to explore the attitudes and actions of eyecare professionals (ECPs) in the area of serving culturally diverse patients. While 96% of ECPs reported they serve culturally diverse patients, far fewer are taking steps to actively meet their needs, according to a survey\* conducted in March. The survey found that two-thirds of ECPs do not use bilingual or in-language resources, half do not employ a diverse or bilingual staff, and three-fourths do not participate in community outreach activities targeting ethnic populations. All of these efforts are important to culturally diverse consumers — and can be a differentiator in an eyecare professional’s ability to attract and retain diverse patients — according to separate consumer research\*\* supported by the company.

The March survey also explored how ECPs treat and communicate with patients who have systemic health conditions, such as diabetes and hypertension, which are more common among ethnic populations. According to Transitions, results revealed a need for enhanced patient education and an opportunity for increased collaboration with general

healthcare providers to improve overall patient care.

Transitions Optical makes a variety of resources designed to help ECPs better serve their culturally diverse patients available free of charge through MyMulticulturalToolkit.com.

\* *Online survey of 241 eyecare professionals conducted by Jobson*

*Optical Research on behalf of Transitions Optical, Inc. from March 19-24, 2014.*

\*\* *Online survey of 1,000 nationally representative Americans 18+, with oversamples of up to 400 interviews among African American, American Indian, Asian American and Hispanic subgroups, conducted by Wakefield Research on behalf of Transitions Optical, Inc. in February 2013.*

## Changes to Editorial Review Board

*Optometric Education* would like to thank three members of its Editorial Review Board who have recently completed their terms. Nancy Carlson, OD, is retiring from the New England College of Optometry. Sara Bush, OD, has accepted a new position at the Michigan College of Optometry at Ferris State University. Michelle Welch, OD, is making a career change.

We greatly appreciate the time, effort and expertise they have contributed and the contributions they have made to the development of the professional literature and to the quality of the journal in their roles as members of the Review Board.

The journal welcomes Erik Weissberg, OD, Professor at the New England College of Optometry, as the newest member of the Review Board.

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