

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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Alcon Laboratories

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Keeler Instruments

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Marco

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Topcon Medical Systems

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Contributors

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Accutome, Inc.

Bausch + Lomb

CooperVision

LasikPlus

Safilo Group

TLC Vision

*As of Oct. 1, 2014

New Scholarship Honors Lens Inventor



Seeing the world better

Essilor has established the Bernard Maitenaz Scholarship for third-year optometry students. One winner will be selected annually for the \$10,000 award, which is administered by Optometry Cares – The AOA Foundation.

The scholarship honors Bernard Maitenaz, inventor of the Varilux lens and one of the foremost authorities in optical science and engineering. He worked at Essilor for 43 years and served as chief operating officer, chief executive officer and chairman of the company. For more information and application requirements, visit www.aoafoundation.org.

Scholarship Winners Reception to be Held



VSP Global will host a reception to present its scholarship awards to the class of 2015 winners from U.S. and Canadian schools and colleges of optometry. The reception will be held Nov. 13 (during the 2014 American Academy of Optometry annual meeting) at 4 p.m. in Room 102 of the Denver Convention Center. Deans

and professors of the winning students are encouraged to attend.

In partnership with the American Optometric Foundation, VSP provides the scholarships, totaling \$160,000, along with a travel grant to attend the American Academy of Optometry annual meeting, to 40 students who are near the top of their class academically and clinically and plan to pursue a private-practice career.

Professional Services Director Joins Team



Irwin Kronenberg is Marco's new Director of Institutional Sales and Professional Services. Kronenberg has 35 years of experience in the industry, including most recently as Vice-President of Sales and Marketing for Reliance/Haag-Streit. With Marco, he works with the schools and colleges of optometry to ensure that the company continues to provide exceptional support.



Irwin Kronenberg

More information about Marco and its products can be found at www.marco.com, and Irwin can be reached at ikronenberg@marco.com.

New Retina Camera is Fully Automated



Topcon has unveiled its new, fully automatic TRC-NW400 Non-Mydriatic Retinal Camera. Using the TRC-NW400, operators do not need to spend time aligning, centering, focusing or capturing color retinal images because the unit automatically performs these steps once the camera is positioned in front of the eye. It also automatically travels from one eye to the other when both eyes are being imaged.

The instrument can be operated from any angle because it incorporates a rotating touch panel monitor. The TRC-NW400 can also take photographs of the anterior segment. Fully DICOM-compliant, it can be connected to a digital capture system or used as a stand-alone instrument. Visit www.topconmedical.com.

High-Cylinder Lens Now Readily Available



Johnson & Johnson Vision Care Inc.'s Acuvue Oasys Brand Contact Lenses for Astigmatism are now the first and only silicone hydrogel toric contact lenses with -2.75 cylinder that are readily available, with no need to special order.

Visit www.acuvue.com/products-acuvue-oasys-for-astigmatism for more information.

Collaboration for Better Eye Health



Transitions Optical recently released highlights from a roundtable discussion it hosted on the topic of improving the eye health of culturally diverse populations. Participants included representatives from the optical and general health industries, as well as representatives from cultural, community and health-based organizations. According to Transitions, the strong link between eye health and overall health/quality of life necessitates that eyecare professionals (ECPs) – and the optical industry as a whole – collaborate with the general healthcare sector and other experts to promote eye health education and provide optimal eye care.

The discussion included strategies ECPs can employ to increase collaboration with general healthcare professionals, including promoting ongoing referrals by initiating relationships with local primary care physicians and other health specialists; encouraging the sharing of eye health and medical records via fax, mail or electronic medical records, providing ongoing education and resources to general health professionals about eye health issues; initiating joint educational programs/promotions, particularly during awareness months such as American Heart Month in February; and participating in local community outreach efforts or health screenings alongside other health professionals.

The panel also discussed strategies for connecting with families and cultural organizations. A consensus paper based on the roundtable discussion will be available at MyMulticulturalToolkit.com.

Also: Transitions released a poster and online education course, "Riding the Age Wave," to help ECPs educate patients on how normal aging affects vision and to advise them on options for treatment that will restore, maintain and enhance vision (Brainshark.com/Transitions/AgeWave).

Student and Alumni Programs at Expo



According to officials with International Vision Expo West, a record number of optometry students participated in programs designed for their benefit at this year's meeting. Among the events available to them was the newly launched Young Professionals Club. Also, for the first time, receptions were hosted for alumni of three of the schools and colleges of optometry.

International Vision Expo says it is proud to offer a program that encompasses all phases of an optometrist's career and notes that, because each school and college of optometry is unique, benefits and programs can be tailored to meet specific needs. For more information, contact Professionals Relations Manager Kristen Reynolds at KReynolds@thevisioncouncil.org.

Contact Lens Educational Event



Bausch + Lomb held a two-day workshop for eyecare professionals Sept. 15-16 in Las Vegas, where they could learn about MoistureSeal technology, the innovation behind the company's innovative silicone hydrogel Ultra contact lenses, hear from colleagues who have successfully incorporated the lenses into their practices, and experience the new technology for themselves.

Bausch + Lomb received FDA marketing clearance for the frequent replacement and monthly modality contact lenses in September 2013. Visit www.bausch.com for more information.

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The Alcon Foundation, Inc.

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Adverse Event Reporting



Allergan Academic Partnership

Allergan is dedicated to supporting optometrists throughout all phases of their careers, and the Allergan Academic Partnership is the foundation of that support. We strongly believe that a commitment to optometric teaching institutions is a commitment to the future of optometry. The Allergan Academic Partnership program offers a full spectrum of resources, including:

The Allergan Academic Partnership Support Team

- Academic Development Manager—Liaison between Allergan and your institution's leadership teams
- Teaching Institution Sales Team—Representatives who provide product education to ensure faculty, residents, and students have a thorough understanding of the Allergan product portfolio
- Eye Care Business Advisor Team—Specialists who offer a suite of sophisticated, customer-focused practice management programs and services

Student Support

- Travel grants to attend *Optometry's Meeting*[®]
- Practice management education through Private Practice Clubs
- Expert guest lecturers on Allergan products and common ocular diseases
- 3D patient counseling app to educate patients in clinics on 7 common eye conditions
- American Academy of Optometry (AAO), American Optometric Student Association (AOSA), and National Optometric Student Association (NOSA) support

Resident Support

- Travel fellowships to attend AAO
- Interview skills training program to help prepare for future career opportunities
- Resident-practitioner networking event to assist in identifying potential employment opportunities
- Advisory board held at the Allergan corporate office to help us find the best ways to support students and residents
- Sponsorship of important events such as orientation, Resident's Day, and graduation

Faculty Support

- Product education and samples for patients who need them
- Allergan product presentations featuring nationally recognized experts in the field of optometry
- Allergan advisory board composed of faculty and administrators who provide direction on how to best support optometric teaching institutions
- ASCO Benefactor-Level Supporter
- Faculty conferences, grand rounds, and faculty retreats

Institutional Support

- Unrestricted grants to support continuing education of optometrists
- Sponsorship of award banquets, White Coat Ceremonies, graduations, and alumni events
- Practice management resources provided by the Allergan Business Consulting Services Team
- Philanthropic support provided through The Allergan Foundation
- Inspirational programs featuring *InfantSEE* and Tom Sullivan

**For more information, contact: Mark Risher, Senior Manager,
Optometric Academic Development (Risher_Mark@allergan.com)**