

## 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.

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

CIBA VISION Corporation  
Essilor of America  
HOYA Vision Care, North America  
Luxottica / EyeMed Vision Care  
Walmart Stores, Inc.

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

Alcon Laboratories  
Carl Zeiss Vision / Carl Zeiss Meditec  
Keeler Instruments  
Transitions Optical  
Vision Service Plan  
Vistakon®, Division of Johnson & Johnson Vision Care

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

Abbott Medical Optics  
Allergan, Inc.  
Bausch + Lomb  
Compulink Business Systems  
Haag-Streit  
HEINE  
M & S Technologies, Inc.  
Marco  
Oculus, Inc.  
Optos North America  
Volk Optical

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

CooperVision  
Marchon Eyewear  
Ophthonix, Inc.  
Review of Optometry  
Safilo Group  
TLC Vision  
Vision Source!

*As of June 10, 2011*

**Multifocal Contact Lenses, Fitting Approach Debut**

CooperVision™

CooperVision Inc. launched Biofinity Multifocal, the latest addition to the Biofinity family of monthly replacement contact lenses. The new lenses combine the Biofinity Asphere and Toric lens material with the company's Balanced Progressive Technology. In clinical testing, Biofinity Multifocal lenses outperformed other brands in a range of measurements, including end-of-the-day comfort, vision quality and intent to continue with a lens, and patients rated them as superior for overall satisfaction after two weeks of wear.

CooperVision worked closely with eyecare practitioners to develop a streamlined fitting approach designed to make it easier for doctors to fit their patients and offer them an ideal combination of ease, comfort and eye health. Visit [www.coopervision.com](http://www.coopervision.com) for product details.

**Dr. Chudner Hired as Training Manager****BAUSCH + LOMB**

Bausch + Lomb has hired Benjamin Chudner, OD, as training manager for the North America Vision Care Learning + Development Team. Dr. Chudner is expected to bring the perspective of the practicing eyecare professional (ECP) to training throughout the company's Vision Care Division. He is charged with

applying his deep knowledge of the needs of ECPs to help B + L better communicate product innovations.



*Benjamin Chudner, OD*

Most recently, Dr. Chudner was in private practice in the Seattle area. Previously, he was president of The Eye and Contact Lens Clinic in Bremerton, Wash.

**Company Names President, Bestows Scholarships****Transitions**

Transitions Optical Inc. awarded 15 scholarships to optometry and opticianry students through its 2011 Students of Vision Scholarship program, which is supported by the Transitions Healthy Sight for Life Fund. Students were asked to submit an entry demonstrating their multicultural vision. Six top winners received \$1,000 scholarships. Top opticianry winners also received a trip to the ABO-NCLE National Education Conference in Cincinnati in September. Nine others received \$500 scholarships.

Top winners were:

- Avin Kishore, Douglas College, video
- Ryan Nicholas, Western University of Health Sciences College of Optometry, interactive kiosk
- Natalie Nguyen and Nicole Pogue, University of Missouri at St. Louis College of Optometry,

video

- Yusufali Pirmohamed, Georgian College, community outreach brochure
- Mariel Ruocco, Camden County College, scrapbook
- Jeremi Santos, Douglas College, video.

Submissions for the next scholarship competition, the theme of which is "leadership," are due by March 10, 2012. For more information, visit the education section of [www.Transitions.com/PRO](http://www.Transitions.com/PRO) or e-mail [education@transitions.com](mailto:education@transitions.com).

Transitions Optical also announced that Dave Cole, who had been named chief operating officer in October 2010, has been appointed president of the company. In his expanded role, Cole will be responsible for effectively leveraging the regional and global leadership teams and business strategy development and execution while continuing to build strong strategic partnerships to drive the overall photochromic market. He joined Transitions Optical in 1990 as manager of sales and business development.



*Dave Cole*

## Tear Film Scan Added to Keratograph



Oculus has added tear film scanning to the capabilities of its Keratograph. Using noninvasive placido ring technology projected onto the anterior corneal surface, tear film alterations are automatically detected and tear break-up time is measured. Altered areas can be exactly located and represented using an inserted grid. Patients can be given a color representation of their personal tear film quality.

To evaluate quantity as well as quality, the Keratograph tear film scan also precisely measures the height of the tear meniscus much like it would be measured with a digital video slip lamp. For more information, visit [www.oculususa.com](http://www.oculususa.com).

## Residency Awards, New Online Program Announced



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

The American Optometric Foundation (AOF) and Vistakon, Division of Johnson & Johnson Vision Care Inc., announced the recipients of the 2010-2011 Residency Awards. Christen Kenrick, OD, New England College of Optometry, and Lindsay A. Sicks, OD, Northeastern State University Oklahoma College of Optometry, received Dr. George W. Mertz Contact Lens Residency Awards. Michael Rebarchik, OD, Pennsylvania College of Optometry at Salus University, and Steven J. Warne, OD, University of Alabama at Birmingham School of Optometry, received Dr. Sheldon Wechsler Contact Lens Residency Awards. Jenelle L. Mallios, OD, New England College of Optometry, and Yos M. Priestley, OD, New England College of Optometry, received Dr. Terrance Ingraham Pediatric Optometry Residency Awards.

The Vistakon/AOF Residency Awards are intended to promote post-graduate optometric clinical education by supporting residents who demonstrate talent and commitment in the fields of children's vision and contact lenses. Winners receive \$4,000 toward their graduate education, which includes a \$750 travel fellowship to attend the annual meeting of the American Academy of Optometry.

Vistakon also announced the launch of a new online radio program, Healthy Vision with Dr. Val Jones.

The program, supported by Acuvue Brand Contact Lenses, aims to close the gap between vision care attitudes and behaviors by providing consumers with timely and relevant information and helpful resources to help them manage eye health for themselves and their families. Host Val Jones, MD, is CEO of Better Health, LLC, a network of popular health bloggers.

The program can be found in the iTunes Store and at LifeMinute.TV Health, [www.blogtalkradio.com/healthyvision](http://www.blogtalkradio.com/healthyvision) and <http://getbetter-health.com/healthy-vision>. A link to the show also can be found at [www.acuvue.com/healthyvision](http://www.acuvue.com/healthyvision).

## New Imaging Device Features Portability



The portable Pictor imager from Volk Optical captures still and video images of eye structures and is ideal for use in off-site clinics and for examining pediatric and nonambulatory patients. The Pictor weighs one pound and fits with its accessories into a small briefcase. It includes two modules. The Retinal module provides a 45-degree nonmydriatic view of the fundus. The Anterior module for imaging the



*The portable Pictor imager from Volk Optical.*

surface of the eye has a series of cobalt blue LEDs for fluorescent imaging.

The Pictor produces high-resolution jpeg images that easily upload to a computer and are adaptable to any patient database system. The files can be used for patient records or shared for remote diagnosis and consultation.



### **Heine Staff Members Take on New Roles**

Ben St. Jean, president of Heine USA

Ltd., recently announced the following appointments:

- Mr. Christian Berling has been promoted to Vice President of Sales and Marketing for North America. He has more than 12 years of marketing experience and more than three years of sales management experience.
- Lindsay Morgan has been promoted to Specialty Accounts Manager. She has more than five years of experience in Marketing and Business Analytics Management with Heine.