

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.*

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

Alcon Laboratories
Essilor of America
HOYA Free-Form Company
Luxottica / EyeMed Vision Care
Walmart Stores, Inc.

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

Allergan, Inc.
Bausch + Lomb
Carl Zeiss Vision / Carl Zeiss Meditec
Pixel Optics
Transitions Optical
Vistakon®, Division of Johnson & Johnson Vision Care

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

Abbott Medical Optics
Compulink Business Systems
Haag-Streit
HEINE
Keeler Instruments
M & S Technologies, Inc.
Marco
Oculus, Inc.
Optos North America
Vision Service Plan
Volk Optical

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

CooperVision
International Vision Expo
LasikPlus / Visium Eye Institute
Marchon Eyewear
Review of Optometry
Safilo Group
TLC Vision
Vision Source!

As of October 1, 2012

Online Quiz Gauges Diversity Awareness**Transitions**

As part of its Cultural Connections program, Transitions Optical introduced a new online interactive quiz that challenges eyecare professionals to find out whether they are prepared to meet the needs of their culturally diverse patients. The 10-question quiz (Are You Prepared?) focuses on specific eye health, cultural and linguistic considerations for the largest and fastest-growing ethnic groups in the United States. Throughout the quiz, eyecare professionals are armed with information and tips for better serving their culturally diverse patients. After receiving their quiz score, they are directed to MyMulticulturalToolkit.com, where they can download free education and resources.

Access the quiz free-of-charge at MyMulticulturalToolkit.com/Quiz.

Waggoner Color Test Added to Smart System

M&S Technologies has added the Waggoner automated color vision test to its 2012 Smart System Computerized Vision Testing System. The test, developed by Terry L. Waggoner, OD, and validated by the U.S. Navy, detects, classifies and quantifies the degree of color vision deficiencies. It has been shown to correlate 100% with the Nagel Anomaloscope, which is a greater correlation than the Ishihara plates. Also, the Waggoner color images eliminate the potential for providing high-frequency clues to the patient, which is a risk associated with computerized color cone tests.

Users can easily access and operate the test with the Smart System remote control or wireless tablet and perform it accurately on the Smart System All-in-One, or any LCD. For more information, visit www.mstech-eyes.com.

Omega 500 BIO with LED Illumination

Heine is offering a new illumination option for its Omega 500 binocular indirect ophthalmoscope, the LED HQ module. The LED HQ features a color rendering index of 90.0, a color temperature of 4,000 K and precise brightness control, which means it provides all of the clinical benefits of a standard Heine xenon bulb. However, it has more than double the operating time with an unplugged battery. In addition, according to Heine, the LED HQ has a virtually unlimited working life of up to 20,000 hours, which translates into well over 50 years of service.

All previously purchased Omega 500 BIOs can be easily converted to LED HQ illumination. For more information, visit <http://www.heine.com/Omega500LED>.

Topography Plus Testing for Dry Eye Disorders

In addition to corneal topography and true keratometry, the Keratograph 5M from Oculus includes several new tools for evaluating dry eye disorders.

Its new color camera makes it possible to classify bulbar and limbal redness automatically and objectively, and its magnification changer allows a larger distance to the eye for performing meibography and examining the upper lid as optimally and comfortably as the lower lid. Meibo-Scan software reveals morphological changes in meibomian gland tissue. Objective measurements of noninvasive keratograph break-up time and tear meniscus height can be performed efficiently, and the interference color pattern and structure of the lipid layer of the tear film can be visualized.

Among its features for contact lens fitting, the Keratograph 5M provides fluo-images or videos, an eyelid angle measurement, contact lens database and an OxiMap representation of Dk/t values over the entire surface of a lens as a function of refractive power. Also, an optional pupillometry function enables testing of the pupillary reflex with and without glare. For more information, visit www.oculus.de.

Optometry Jumpstart Adds New Resource



Allergan has added a new resource to its Optometry Jumpstart program for recent optometry school graduates. Until July 13, 2013, the program is providing free access to a 3D Vision Simulator application by EyeMagination for iPad. The application simulates disease progression with anatomical views of eight common eye diseases to bring to life the corresponding patient point of view to help facilitate more impactful discussions between doctor and patient.

Optometry Jumpstart provides educational resources as well as the latest information on Allergan products, including access to product samples and patient savings programs. To enroll in the program, visit <http://www.allerganodjumpstart.com>.

Partners Contribute More to Loan Program



Essilor of America Inc. and VSP Vision Care each committed an additional \$5 million in funding to the Vision Loans Program, which supports independent optometrists by providing loans for financing first-time practice purchases, partnership buy-ins and refinancing. Since its launch in 2003, the Vision Loans Program, a joint effort between Vision One Credit Union, Essilor and VSP, has distributed nearly \$58 million in financial support to optometrists who want to enter private practice or successfully transition out.

All loan payments are reinvested in the program to help ensure the continued success and growth of private practice optometry. For more information, call (800) 327-2628 or visit www.visionone.org.

Dinner, Grant Highlight Special Olympics Work



Essilor International Chairman and CEO Hubert Sagnieres was honored by Special Olympics Chairman and CEO Dr. Timothy P. Shriver at a Special Olympics dinner this fall in Washington, D.C. Sagnieres was recognized for his continued global leadership and advocacy with the

Essilor Vision Foundation. Since 2002, the Essilor Vision Foundation has been the exclusive global supplier of corrective lenses for the Special Olympics-Lions Club International Opening Eyes vision care program. As part of the Healthy Athletes program launched in 1997, Opening Eyes promotes healthy vision for Special Olympics athletes by providing vision screenings, corrective and sports protective eyewear for athletes in need and referrals for athletes requiring follow-up treatment and services.

Also this fall, both the Essilor Vision and Special Olympics foundations participated in the 2012 Clinton Global Initiative annual meeting in New York City. On the opening day of the meeting, President Bill Clinton announced a \$12 million grant from businessman and philanthropist Tom Golisano to the Special Olympics, which will allow for the launch of a new Healthy Communities initiative.

Contact Lens Finder Among Site's Features



At a new Web site launched by Johnson & Johnson Vision Care Inc., doctors can take advantage of a variety of practice resources, including a contact lens finder that contains parameters, modalities and materials for the entire line of Acuvue brand lenses as well as products from other major manufacturers.

The site, designed to function on desktops, tablets and mobile devices, also contains educational videos for patients that doctors can embed in their practice Web sites. Visitors to the site will also have the opportunity to sign up for the free "Find a Doctor" interactive online map, which will be listed on the Acuvue consumer site. See www.ACUVUEprofessional.com.

AOSA Members Attend Leadership Retreat



The Walmart/Sam's Club Talent Acquisitions team recently hosted its first AOSA Student Leadership Retreat at the company's home office in Bentonville, Ark. Twenty trustees-elect and three national officers of the American Optometric Student Association attended the retreat, during which they toured the Fayetteville Optical Lab, participated in Birkman leadership exercises and learned about the company's culture.

Walmart Health & Wellness experts spoke to the students on several topics, including leadership, the current and future face of corporate optometry, and access to health care. The event allowed AOSA to continue building relationships across the industry and to increase its understanding of the different modes of optometric practice.

New Panretinal Lens Improves Stability



Volk Optical redesigned its H-R Wide Field panretinal lens with a new flanged contact element for greater stability. The new contact prevents patients from squeezing the lens off the eye during panretinal diagnostics. The lens magnifies 0.50X and is contained in a low-profile, reduced-size housing to simplify manipulation within the orbit.

According to Volk, the combination of patented double aspheric glass design with low dispersion glass ensures the highest possible resolution and distortion-free imaging across the entire viewing field. Call (800) 345-8655 or visit www.volk.com.

New Daily Disposable Contact Lens Debuts

BAUSCH + LOMB

Earlier this year, Bausch + Lomb received FDA approval for Biotrue ONEday, a new daily disposable contact lens. The new lens is made from HyperGel material, which is designed to provide the best features of conventional hydrogels and silicone hydrogels. It offers high water content and delivers more oxygen than a traditional hydrogel, without the need for silicone, while maintaining the comfort of conventional hydrogels. The company says Biotrue ONEday lenses provide consistent, clear, comfortable vision throughout the day because the innovative, bio-inspired material helps them to retain moisture and optical shape. The outer surface of the lens is designed to mimic the lipid layer of tear film to prevent dehydration. For more information, visit www.bausch.com.