Industry News

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Desiree Ifft

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Contact Lens Recycling Program Scores Two Business Awards

Bausch + Lomb was honored with two wins in the Business Intelligence Group's 2020 Sustainability Awards program. The company's ONE by ONE Recycling Program for contact lenses and packaging received a Gold Stevie Award for Environmental Campaign of the Year as well as a Sustainability Leadership Award (Organization). The Sustainability Awards program aims to create global recognition for companies of all sizes that make sustainability an important part of their business practice.

Bausch + Lomb introduced the ONE by ONE Recycling Program in November 2016 to reduce the environmental impact of recyclable contact lens materials, and as part of its ongoing global sustainability efforts related to its products and practices.

Consumers Feeling the Eye Strain Created by Increased Use of Digital Devices

An online survey by CooperVision involving nearly 2,500 consumers indicates that the COVID-19 pandemic has further increased the already high usage of digital devices, and many Americans are experiencing its effects on their eyes. Among survey respondents age 18-54, 70% reported they spend more than half of their day looking at screens, while one in three people said they spend more than 75% of their day on digital devices. In addition, 77% of those surveyed stated they experience digital eye strain, such as discomfort, tiredness and dryness, at some point during the day.

The survey results point to the substantial opportunity for eyecare professionals to discuss digital eye strain with patients and offer solutions such as CooperVision Biofinity Energys contact lenses, which are specifically designed to address key symptoms associated with digital eye strain.

CooperVision's ongoing campaign to educate consumers about digital eye strain, which launched with social media and display ads in August and includes a partnership with digital lifestyle and technology

influencer Jessica Naziri, leverages free trial offers to help drive patients into eyecare practices.

Benefits of Virtual Reality Perimetry Include Increased Office Productivity

Keeler has partnered with Olleyes of Summit, N.J., to offer the VisuALL VRP (virtual reality perimeter). The VisuALL platform is designed for standardized and mobile visual field assessment, including the widely used 10-2, 24-2 and 30-2 protocols and pediatric testing. The device also tests visual acuity and color vision and automatically analyzes retinal sensitivity in patients with glaucoma and other vision disorders.

Patients can be tested with VisuALL if they are in virtually any position, and the system efficiently controls the lighting conditions so testing can be done anywhere in the office, including in a fully illuminated waiting room. The mobility of the device allows providers to adhere to current health and safety protocols while increasing productivity.

Sixth Annual Student Grant Program Open for Entries with January Deadline

National Vision's 2020-2021 student grant program is challenging third- and fourth-year optometry students to share which changes implemented during the COVID-19 pandemic they believe will become a fixture in how optometrists practice and provide healthcare services. Entrants will have a chance to win a $5,000 grant for first place and two runner-up grants of $1,000 each.

Additional information about the program and entry requirements are available in the Students section of the Optometry Careers page of the National Vision website. All submissions and questions regarding this 2020-2021 grant program should be sent to Carly.Schenck@nationalvision.com by Jan. 31, 2021. Winners will be announced before March 1.