Industry News

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Students Can Apply to Be Part of Clinic Trip

Optometry students who wish to participate in the 2019 Student OneSight clinic trip can apply until Dec. 15, 2018 at www.luxotticaeyecare.luxottica.com. The trip will take place May 11-18, 2019, and students selected for the trip will be notified of the clinic location in January 2019. On the OneSight clinic trip, optometry students work under the supervision of Luxottica Retail-affiliated doctors performing comprehensive eye exams for a community in need. They help support a core team of Luxottica volunteers in the frame fitting, manufacturing and dispensing of new eyewear. Expenses associated with the clinic, including air fare, accommodations and meals are covered.

The 2019 trip is a partnership between OneSight, Luxottica and the National Optometric Student Association. In May 2018, two groups of students traveled to Oaxaca, Mexico and helped to provide eye care to more than 7,000 people in nine clinic days.

Also: Luxottica brands Pearle Vision, LensCrafters, LensCrafters at Macy's, Target Optical and Sears Optical offer optometry residents and recent optometry school graduates the opportunity to earn extra money while gaining clinical experience with flexible, part-time opportunities in the lane. E-mail Luxotticaeyecare@luxottica.com for more information.

Student Grant Program Focuses on Public Health

National Vision Holdings Inc. is now accepting entries for its annual grant program. The 2018-2019 program focuses on optometrists' role in public health. The company is challenging students to explain how they will make an impact by combatting a national or regional public health issue as a future Doctor of Optometry. A flyer with additional information and entry requirement details is available in the Students section of the Optometry Careers page at the company's website. Completed applications can be e-mailed to Carly Schenck or mailed to National Vision, Inc., Attn: Carly Schenck, Communications Manager, Professional Services, 2435 Commerce Ave., Building #2200, Duluth, GA 30096.

Also: National Vision supports mission trips through the chapters of Student Volunteer Optometric Services to Humanity (SVOSH) by providing $1,000 per optometry school each year to defray trip costs. Other assistance is available as well. For more information or to take advantage of these programs, e-mail Kristen Reynolds or call her at (470) 448-2139.

Public-Private Strategic Partnership Takes Aim at Myopia

Johnson & Johnson Vision has entered into a $26.35 million research collaboration with the Singapore National Eye Centre and the Singapore Eye Research Institute to help combat myopia, a serious threat to eye health around the world. According to Paul Stoffels, MD, Vice Chairman of the Executive Committee and Chief Scientific Officer, Johnson & Johnson, "The incidence of myopia is increasing at an alarming rate around the world and if left unchecked, the human and financial toll could skyrocket in the coming decades, especially in Asia."

The public-private strategic partnership aims to create a deeper understanding of how myopia develops, how it progresses and how it may be intercepted. It will focus on developing tools for identifying those at risk for developing high myopia, conduct research on the underlying mechanisms of the condition, progress novel therapies, and discover and validate methods of preventing onset and progression.

Also: TIME magazine named ACUVUE OASYS with Transitions Light Intelligent Technology as one of the "Best Inventions of 2018" in its annual round-up spotlighting groundbreaking innovations worldwide. The two-week contact lenses not only correct vision but also help reduce exposure to bright light indoors and outdoors, including filtering blue light and blocking UV rays that can affect eye comfort and vision.

Next-Generation of Back-Side Lens Technology

HOYA Vision Care launched the Array 2 lens, building on the flexible backside platform of Array 1 to include Binocular Harmonization Technology (BHT). As explained by the company, the benefits of BHT are most pronounced for the more than 70% of patients who have a difference in vision-correction prescription from their left to right eye. The Array 2 lens design with BHT ensures that both eyes receive the appropriate accommodative support for achieving optimal binocularity in order to minimize non-adaptation and maximize comfort.

Array 2 lenses are available in a broad range of materials, treatments and coatings and are available in many of the most popular vision plans. Contact your HOYA territory sales manager or visit the HOYA Vision Care website for details.

New Artificial Tear Incorporates Osmoprotection

Allergan introduced REFRESH REPAIR, the first and only artificial tear in the United States with CMC, HA (inactive ingredient) and Osmoprotectants. REFRESH REPAIR helps to promote healing of the cornea and conjunctival epithelia as well as visual performance and comfort in patients who have dry eyes. Osmoprotection is designed to safeguard epithelial cells against hyperosmotic stress by displacing salts with restorative, organic osmolytes.

Among the findings of clinical evaluations, REFRESH REPAIR was shown to extend tear breakup time, and 70% of patients reported that the thickness of the drop is just right. Visit refreshbrand.com/doc for more information.

Contact Lens Recycling Program Diverts 31,000 Pounds

BAUSCH + LOMB
See better. Live better.

Bausch + Lomb announced that its ONE by ONE Recycling Program has recycled a combined total of more than five million units of used contact lenses, blister packs and top foils (31,000 pounds) since the program's inception in November 2016. The program is made possible through a collaboration with TerraCycle, a world leader in the collection and repurposing of hard-to-recycle post-consumer waste. The Bausch + Lomb ONE by ONE Recycling Program is available to optometrists and their patients in the United States. To register or learn more, click here.

Also: The LUMIFY (brimonidine tartrate ophthalmic solution 0.025%) redness reliever eye drop was named a Product Showcase winner in the healthcare and over-the-counter category at the National Association of Chain Drug Stores' 2018 Total Store Expo.

Platform Integrates Multimodal Diagnostic Imaging

ZEISS

The Integrated Diagnostic Imaging (IDI) platform from ZEISS digitally integrates data from diagnostic devices, combining modalities into individualized assessments to help doctors make optimal treatment decisions quickly and efficiently. IDI works with ZEISS gold-standard instruments such as CIRRUS OCT, Humphrey Field Analyzer HFA3, the CLARUS 500 ultra-widefield retinal camera, and the new VISULAS green therapeutic laser.

According to vitreoretinal specialist Peter A. Karth, MD, MBA, integration is crucial. "One of the biggest challenges in retina practices today is viewing and integrating multimodal imaging to efficiently and fully assess macular disease in busy clinics," says Dr. Karth. "I consider the ZEISS Integrated Diagnostic Imaging platform to be a key part of patient management, giving me the data integration that I need to make the best decisions for my patients."

Click here for more information about the ZEISS Integrated Diagnostic Imaging platform.

Free App Aids Contact Lens Fitting and Education

CooperVision™

CooperVison's OptiExpert app, a digital reference used by tens of thousands of eyecare professionals worldwide, has come to the United States and Canada for the first time. The U.S. and Canadian versions of OptiExpert contain three primary features:

A Multifocal Calculator for making the fitting process for presbyopic patients simpler and more efficient

A Toric Calculator that provides a timesaving model for calculating and evaluating the recommended diagnostic toric contact lens

Oxygen Profiles that provide credible clinical support to aid upgrade discussions with patients, including a clear visual demonstration of oxygen transmissibility levels of CooperVision silicone hydrogel contact lens compared to other products.

The app is available for free from the Apple App Store and Google Play. Also visit the OptiExpert webpage for more information.

Annual Scholarship Competition is Now Open

Walmart and Sam's Club Health & Wellness announced the opening of its 2019 Project Foresight national scholarship competition. First-year, second-year and third-year students enrolled in one of the 23 ASCO member optometry schools in the United States and Puerto Rico are eligible to participate in this annual competition.

To participate, students should submit an essay (written or video) on their own unique practice idea, i.e., something that would impact one practice, multiple practices or the entire profession. The idea should reflect the vision of Walmart & Sam's Club Health and Wellness, which is to provide quality, affordable and accessible healthcare for everyone. This year, one winner from every school that participates will receive a $2,000 award to be split as a scholarship and travel grant for attending the 2019 Optometry's Meeting in St. Louis. One student will be selected as the grand prize winner and receive a $5,000 scholarship and traveling trophy.

For more information, students can reach out to the Regional Talent Specialist who supports their school. The deadline for submitting an entry form and essay is Feb. 1, 2019. Submissions should be e-mailed to Dr. Ramon Yalldo.

Early Detection of Diabetic Eye Disease

New from Diopsys is the Chromatic Flash Vision Screener, an in-office screening test designed to detect early changes in retinal function in patients with diabetes. Using red-on-blue flash electroretinography in an undilated eye, the test protocol provides quantitative measurements of retinal function. Using a handheld mini-Ganzfeld, a red flash of light is presented on a blue background, and the electrical potential of the retina is recorded using patented skin sensors placed just below the lower eyelashes. Results are analyzed against healthy reference range data to help doctors understand the probability of

the patient developing retinopathy. The testing protocol is part of the Diopsys Full Field Electroretinography module and is compatible with all new Diopsys platforms. Find more information about the new test here.

FDA Clears Multi-modal Imaging Device with Swept Source OCT

Topcon Medical Systems announced that its DRI OCT Triton Series has received 510(k) clearance from the FDA. The DRI OCT Triton features easy image capture and a 1-micron, 1050-nm light source with a scanning speed of 100,000 A-scans/second. The multi-modal instrument incorporates a built-in retinal camera, eye tracking during capture of selected scans, and combines the company's years of expertise in OCT imaging, color, red-free, fluorescein angiography and fundus autofluorescence imaging with the diagnostic power of swept source OCT.

For more information, visit www.topconmedical.com.

Device Manufacturer, Optometry School Enter into Partnership

Haag-Streit USA and the University of California, Berkeley, School of Optometry have initiated a new partnership. The partnership, which includes a donation of equipment to the school, demonstrates the school and company's shared commitment to providing students with exemplary clinical training and pursuing advances in eye care and research. "Haag-Streit's gift will transform the pre-clinic at Berkeley Optometry," says Dean and Professor John Flanagan, PhD, DSc(hon), FCOptom, FAAO. "Our partnership with Haag-Streit USA creates the opportunity for our students, who are introduced to the teaching laboratory as early as their first semester, to be trained on the best medical and diagnostic equipment from the start."

New Technology Links EHR and Product Ordering

Rev360, provider of RevolutionEHR and a suite of practice advancement solutions, announced the availability of RevAlliance. RevAlliance utilizes a proprietary order processing technology infrastructure to connect RevolutionEHR users directly with their vision-correcting product suppliers, all from within RevolutionEHR. Rev360 CEO Dr. Scott Jens calls RevAlliance "the fastest, most accurate end-to-end product ordering and delivery experience in the market."

Currently participating RevAlliance product partners include CooperVision, HOYA, New Era, OOGP and WVA, and additional partners will be announced soon. There is no cost for RevolutionEHR users to join RevAlliance and take advantage of its ordering efficiency and accuracy, transparent product pricing, and discounts and rebates.

Click here for more information about RevAlliance.

New Slit Lamp Series Debuts

Marco has introduced a new line of slit lamps, the Ultra M Series, which it says features elegant and intelligent design, progressive engineering and functional flexibility. Attributes of the Ultra M Series include multiple color correction filters, single element LED, patented integrated background illuminator, extended slit aperture and wider field of view, fully incorporated transformer and cabling, and intelligent operator and patient interfaces. Marco describes the slit lamp series as an “inspiring orchestration of the Ultra Optics pedigree.”

For more information on Ultra M Series design enhancements, visit www.MARCO.com.