Industry News

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Ocular Allergy Drop Now Available Over the Counter

Since 2008, more than 40 million prescriptions have been written for olopatadine, the active ingredient in Alcon's Pataday prescription ocular allergy relief eye drops. Now, Pataday Once Daily Relief (olopatadine 0.2%) and Pataday Twice Daily Relief (olopatadine 0.1%) are available over the counter in the United States. Alcon secured the rights to the Rx-to-OTC switch via the FDA as part of its separation from Novartis in April 2019. The company says it will launch a robust media campaign in early March 2020 to spread the news.

Pataday Once Daily Relief and Pataday Twice Daily Relief are indicated for the temporary relief of itchy eyes due to pollen, ragweed, grass, animal hair and dander for ages 2 and older. Pataday Twice Daily Relief is also indicated for the temporary relief of red eyes.

Click here to learn more.

FDA Approves New Toric Multifocal Contact Lens

The FDA has granted CooperVision Inc. approval for its new Biofinity toric multifocal contact lenses. The lenses combine the optical designs of the company's Biofinity toric and Biofinity multifocal to provide patients with correction of both astigmatism and presbyopia.

CooperVision plans to make the lenses available to U.S. eyecare professionals later in 2020, and lens parameters and other details will be made public in the coming months.

Blog Post Breaks Down Recent Studies Evaluating the Value of ERG Technology

Diopsys Inc. has posted a round-up of recent studies highlighting the value of electroretinography (ERG) technology in the management of various ocular diseases. The blog post notes that ERG has become much more user-friendly than it had been in the past and can be carried out in the eyecare office in less than 10 minutes.

Visitors to the blog can also download a free ERG eBook, “A Game-Changer in Diabetic Retinopathy,” by Steven M. Silverstein, MD.

Free eBook Aims to help ECPs Find Their Unique Strengths and Leverage Them for Success

HOYA is offering eyecare practitioners (ECPs) a free eBook, “The Power of the ECP: Leveraging Your Unique Strengths to Impact Patients and the Industry.” The book explains common strengths that serve as the foundation of success for ECPs. It provides advice for individual ECPs on how to identify their unique strengths and build upon them by embracing technology, building an online presence, educating patients, and more.

New Program Exposes Optometry Students to Real-World Perspectives

Mentor MatchUP, a new program designed by Luxottica Eye Care to connect second-year optometry students with local doctors, kicked off at Salus University in February 2020. The six-session program enhances classroom learning with real-world perspective from working optometrists.

Mentor MatchUP allows for structured learning on topics essential to students’ long-term success in the field of optometry. The program is a combination of virtual and in-person meetings to accommodate the busy schedules of both students and doctors.

Luxottica plans to expand the program to other schools in spring 2020. Those interested in learning when Mentor MatchUP is coming to their school can sign up for Mentor MatchUP updates.