Industry News

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Leadership Change at the Vision Impact Institute

Kristan Gross was recently promoted to the role of Global Executive Director of the Vision Impact Institute (VII), a non-profit organization that receives support from the Vision for Life Fund of Essilor. Gross had recently served as the organization's Director of Global Content and Communications. The VII is dedicated to raising awareness about the importance of healthy vision, including the socio-economic impact of uncorrected refractive error and the quality-of-life benefits of vision correction.

Gross replaced Maureen Cavanagh, who served as President of the VII for two years and was expected to transition to a different role with Essilor of America. For more information about the Institute, including its unique database of research, visit its website.

New Scleral CL Designed for Normal Corneas

The Specialty Vision Products division of Bausch + Lomb introduced the Zen RC Scleral Contact Lens, which is designed to aid eyecare professionals as they fit patients who need a scleral lens but have a normal cornea. Zen RC provides a smaller diameter for easier insertion and removal by the patient as well as a reduced nominal center thickness.

Fitting the Zen RC scleral lens within the standard parameters should be adequate for most patients, but it can be customized to nearly any parameter. Toric peripheral curves, customized center thickness, flexure controlling profiles and front toric prescriptions can also be ordered when necessary. Visit Bausch + Lomb's website for more information.

Company Provides Multiple Resources for Optometry Practices

The role of optometrists in patient care continues to expand. In recognition of this trend, Allergan has been working closely with ODs nationwide to provide programs and resources aimed at helping them diversify their practices. One of many programs, Allergan Optometry Jumpstart provides students and recent graduates with tools and information to help them get off to a strong start. Currently, 9,120 new ODs and students are registered in the program, including 91% of the class of 2016.

Among the resources available from Optometry Jumpstart are product samples for patients who need them, a dedicated Allergan sales representative, savings programs to help manage costs for eligible patients, and patient education materials. Visit AllerganODJumpstart.com to become part of the program.

Contact Lens Designed for Digital Device Users

Now available from CooperVision is a new contact lens, Biofinity Energys with Digital Zone Optics, which was created specifically for digital device users. The new lens combines unique optical properties, an advanced silicone hydrogel material and a smooth, naturally wettable surface designed to provide long-lasting comfort. It's designed to help the eyes better adapt so wearers can seamlessly and continuously shift focus between digital devices and offline activities. According to company research, after one week of wear, eight out of 10 digital device users agreed that Biofinity Energys lenses made their eyes feel less tired.

For more information, visit the CooperVision website or FightEyeFatigue.com.

Get Help with Digital Marketing

Johnson & Johnson Vision Care Inc. has created an all-new Digital Guide to help eyecare professionals develop or optimize a digital marketing strategy to encourage new patient visits, stay engaged with current patients, and keep patients informed of new contact lens options.

The actionable and interactive guide includes topics such as targeting, websites and social media as well as tips for reaching patients where they are online, simple updates for optimizing a practice website, and effective ways for leveraging social media to reach different patient groups.

Download the guide for free from www.AcuvueProfessional.com. Download other free and customizable assets, such as digital banner ads and social media posts, from www.MyAcuvueResourceCenter.com.

Also: On Feb. 27, 2017, Johnson & Johnson announced the completion of its acquisition of Abbott Medical Optics (AMO). The acquisition includes ophthalmic products in three areas of patient care: cataract surgery, laser refractive surgery and consumer eye health. These product lines will be joined with the Acuvue Brand Contact Lenses business, and the combined organization will operate under the brand name Johnson & Johnson Vision (J&J Vision).

Vision Expo Programs for Young Professionals and Students

From free pop-up talks on the show floor to education and networking opportunities, International Vision Expo continues to offer students and young professionals the resources they need to excel in their careers. For example, members of the Young Professionals Club (YPC) and students attending Vision Expo East (March 30-April 2, 2017, New York) have access to:

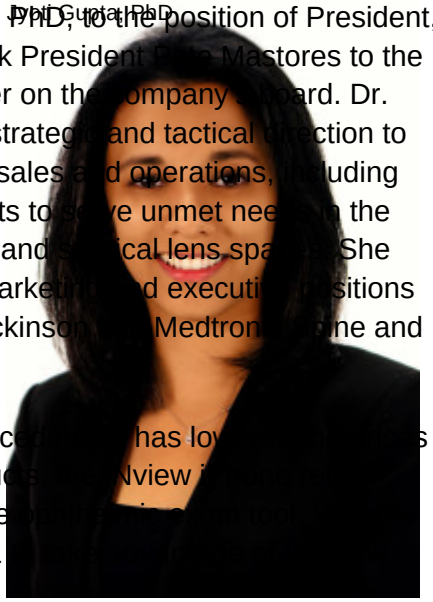
- free exhibit hall registration ($150 value)
- six hours free continuing education (YPC members)/free unlimited education (students)
- networking events and programs

Students and young professionals can also view education recommendations directly from their peers in the YPC Advisory Group. Advisory group members have suggested courses that will be valuable to students and recent graduates, from creating a memorable patient experience to building a practice with new technologies.

Click here for the full list of events, resources and learning opportunities designed specifically for students and young professionals.

Volk Names New President

Volk Optical appointed Jyoti Gupta, PhD, to the position of President, following the move of long-time Volk President Pete Mastores to the position of Chief Commercial Officer on the company board. Dr. Gupta is responsible for providing strategic and tactical direction to support the future growth of global sales and operations, including driving development of new products to serve unmet needs in the ophthalmic imaging and diagnostic and surgical lens spaces. She previously held clinical research, marketing and executive positions with Unilife Corporation, Becton Dickinson, Medtronic, Bayone and Biologics.



The company also recently announced it has lowered the prices of two of its ophthalmic imaging products, the Nview imaging camera and the Eye Check portable vision screener. Visit the Volk website or call (440) 942-6161 for more information on pricing.

Stay abreast of the latest Volk news by following the company on Twitter @VolkOptical and Facebook or visiting its blog.

Innovation Award Winners Chosen

Transitions Innovation Awards

Transitions Optical announced the winners of its 2016 Transitions Innovation Awards, who were recognized during Transitions Academy in Orlando, Fla., in February 2017 and included:

- Pacific Eye Care, Port Orchard, Wash ? Best in Growth Achievement
- Value Optical, Trinidad ? Best in Marketing
- Professional VisionCare, Westerville, Ohio ? Best in Patient Experience
- New Look Eyewear, Québec, Canada ? Best in Training
- Sheena Taff of Roberts & Brown Opticians, Vancouver, British Columbia, Canada ? Brand Ambassador

For more information about the company and Transitions lenses, visit Transitions.com or TransitionsPRO.com.

10-Week Student Internships Available

Walmart

Walmart is accepting applications throughout the year for its Optometry Intern Program, which is designed to prepare the company's next generation of ODs for practice within Walmart and Sam's Club stores.

According to Walmart, the 10-week hands-on training program, which includes an OD mentor, is in-depth and provides experience across a range of areas from basic visual services to diagnosis, management and treatment of visual problems and ocular disease, contact lens fitting, patient education and clinical business strategies. The intern program is open to first- through fourth-year students, but the company says first- through third-year students may benefit most because the experience is geared toward entry-level clinical management. Start and end dates are flexible to accommodate the interns' school curriculum timelines.

Interested students should contact Gayathiri Pathmanapan at (479) 277-6621 or via e-mail.

Device Streamlines Slit Lamp Imaging

Now available from Marco is the Ion Imaging System, an all-in-one anterior segment imaging device that combines an intra-optics beam-splitter/camera adapter with the computing and imaging power of the latest Apple technology to create a highly sophisticated “mainstream” imaging system that emphasizes image quality, simplicity and efficiency. The Ion combines all of the components (digital camera, adapter, computer, monitor, multiple cables, keyboard, mouse, etc.) of the traditional photo slit lamp into one streamlined device.

Marco says the Ion enables eye doctors to “capture, integrate and educate” with every diagnosis. It includes an app dedicated to anterior segment imaging that consists of patient demographics, pre-set photography modes for maximizing various lighting techniques for video or still images, and auto storage to the Cloud or to a local network for EMR or PACS integration. Find more information online.

Give your SVOSH Mission Trip a Boost

National Vision encourages Student Volunteer Optometric Services to Humanity (SVOSH) chapters that

are preparing for mission trips to take advantage of some assistance. The company provides $1,000 per optometry school each year to help with the costs of going on mission trips. In addition, anyone going on a mission trip can request a glasses pack of 300 readers and 100 sunglasses that will be provided at no cost.

Learn more about this program at the National Vision website or by contacting Kristen Reynolds at (470) 448-2139 or via e-mail.

Equipment Distributor Partnership Expands

Haag-Streit USA and Reliance Medical Products announced a new national authorized distributor partnership with Walman Instruments. The expansion of the working relationship grants customers additional access to Haag-Streit's ophthalmic equipment throughout all 50 states.

Walman Instruments is a single-source provider of all diagnostic instrumentation, accessories, technologies and service for the eyecare professional. Find the company online at www.walmaninstruments.com. Visit Haag-Streit USA at www.Haag-Streit-USA.com.