Industry News

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Intern Program Taking Applications

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

According to Walmart, the flexible 10-week hands-on training program takes place during the summer between first and second year. It includes an OD mentor, is in-depth, and provides experience across a range of areas. Interns gain experience in basic visual services as well as diagnosis, management and treatment of visual problems and ocular disease, contact lens fitting, patient education and clinical business strategies. The internship may extend beyond the summer and is open to first- through fourth-year students who wish to participate on weekends and during academic breaks. Start and end dates are flexible to accommodate the interns' school curriculum timelines.

Interested students should e-mail Maritza Fernandez or call her at (479) 204-4603.

Charitable Giving Aids Access to Eye Care

Alcon, a division of Novartis, donated nearly $65 million in cash and products to fund medical missions, community organizations, eye exams, glasses, ophthalmic care and patient awareness programs in 2017.

To further educate consumers about the importance of regular eye care, Alcon also announced its continuing commitment to Think About Your Eyes, the national consumer education campaign presented by The Vision Council and the American Optometric Association. Alcon has supported the campaign four years in a row, contributing $2 million for 2018. Eyecare professionals interested in having their practice listed with the Think About Your Eyes doctor locator and accessing digital banners for use on their practice websites can visit ThinkAboutYourEyes.com.

For more information about Alcon's partnerships and corporate giving efforts, visit the Corporate Responsibility section of the company's website.

Also: Alcon recently launched new U.S.-specific packaging for Air Optix plus HydraGlyde contact lenses to promote proper purchase and wear. The new packaging follows the 2017 launch of U.S.-specific packaging for Dailies AquaComfort Plus contact lenses.

Connecting and Supporting Optometry Practice Buyers and Sellers

The Practice Management Center (PMC), Vision One Credit Union and VSP Global are teaming up through optometrymatch.com to assist doctors who are looking to buy or sell all or part of an optometry practice. The service utilizes PMC's Smart Match model to connect buyers and sellers and then works closely with the doctors to provide support and consultation throughout the practice transition process.

According to PMC CEO Mark Wright, OD, "Purchasing a practice can be a challenging experience for doctors. Similarly, selling a practice can also be an overwhelming experience for retiring doctors. Our goal is to make the process smooth for both sides, which will in turn help ensure the future success and growth of independent optometry."

New Website Launches with Doctors and Patients in Mind

HOYA has launched a new global website designed to make lens technology easy for patients and eyecare professionals. At the new site, eyecare providers can find not only product technology information but also practice development and other content that is geared toward helping them build their business and differentiate their brand. For spectacle wearers, jargon-free content is written by experts in the field. Also at the site, which has been translated into more than 40 languages, eyecare professionals can connect with their local company representative, and patients can find eyecare providers in their ZIP code.

"This is an exciting time for HOYA," says Barney Dougher, president of HOYA Vision Care, North America. "We're growing as an international company and brand, yet the new website offers functionality at the local level that helps us stay connected and relevant to our customers."

Stay Tuned for a Revamped Brand Identity

Beginning in May 2018, patients and eye doctors will see a rejuvenated brand identity, including a “Light Under Control” consumer advertising campaign, from Transitions Optical. The new look and campaign build upon the company’s efforts to recruit new wearers of photochromic lenses. Primary aims are to showcase the relevance of the lenses to today’s fast-paced lives and to attract a younger generation of single-vision wearers to the photochromic lens category.

Point-of-sale and digital assets that support the new visual identity will become available to eyecare professionals in the second quarter. For more information about the company and Transitions lenses and helpful resources, visit Transitions.com or TransitionsPRO.com.

Also: Research conducted on behalf of Transitions Optical indicates that while enrollment in vision benefits remains high among all employees, younger generations, who make up an increasing portion of the workforce, are less likely to enroll and less likely to understand the importance of regularly scheduled, comprehensive eye exams.

Dr. Mayers Steps into New Role

Johnson & Johnson Vision appointed Michael Mayers, OD, FAAO, to the position of Director, US Advocacy, Vision Care. In his new role, Dr. Mayers will shape strategy and lead eye health advocacy efforts to promote patient health and safety in collaboration with legislators, regulators, associations and doctors. Dr. Mayers joined the company in 2011 and has since held roles in R&D clinical development, global medical affairs and global marketing.

Also: Johnson & Johnson Vision has expanded the available parameters for 1-Day Acuvue Moist Brand Contact Lenses for Astigmatism, a daily disposable contact lens that offers patients Blink-Stabilized Design for clear, stable vision and Lacreon Technology designed to provide a cushion of moisture for long-lasting comfort.

New Tools for the Practice Software Platform

Rev360, the eyecare software and business services company for RevolutionEHR, launched Pulse, a practice performance dashboard that helps users manage their eyecare business, all from within RevolutionEHR. Pulse provides instant, robust views into practice data for tracking key performance indicators, analyzing and exploring trends, and comparing performance metrics across the practice.

Because RevolutionEHR is cloud-based, Pulse was instantly enabled for all practices using RevolutionEHR, with no setup or installation required. Pulse data is automatically kept up to date and is provided to RevolutionEHR users at no charge. Learn more about Pulse at the RevolutionEHR website.

Inspired Students Earn Grants

Optical retailer National Vision Holdings Inc. selected a grand prize winner and two runners-up in its 2017-2018 Grant Program. Inspired by Simon Sinek's TED Talk "Start with Why," National Vision asked third- and fourth-year optometry students what inspired them to become ODs and what they believe to be their personal mission as future optometrists. Students entered by submitting an essay or short video, and a panel of judges from National Vision selected the winners.

The 2017-2018 grant recipients:

- First place ($5,000 grand prize) ? Leanne Leung, MCPHS School of Optometry, class of 2019
- Runner-up ($1,000 prize) ? Kandace Alfred, University of Missouri – St. Louis College of Optometry, class of 2018
- Runner-up ($1,000 prize) ? Bee Bui, University of California – Berkeley School of Optometry, class of 2019