

INDUSTRY NEWS

The following companies support ASCO's national programs and activities benefiting the schools and colleges of optometry in the United States and Puerto Rico.*

Patrons**(\$50,000 - \$90,000)**

Alcon Laboratories

Benefactors**(\$25,000 - \$49,999)**

Allergan, Inc.

Luxottica / EyeMed Vision Care

Vistakon®, Division of Johnson &

Johnson Vision Care

Supporters**(\$15,000 - \$24,999)**

Carl Zeiss Vision / Carl Zeiss

Meditec

Essilor of America

HOYA Vision Care

Transitions Optical

Vision Service Plan

Walmart Stores, Inc.

Friends**(\$10,000 - \$14,999)**

Compulink Business Systems

Haag-Streit

HEINE

International Vision Expo

Keeler Instruments

M & S Technologies, Inc.

Marco

Oculus, Inc.

RevolutionEHR

Volk Optical

Contributors**(\$5,000 - \$9,999)**

Accutome, Inc.

Bausch + Lomb

CooperVision

Safilo Group

TLC Vision

Topcon Medical Systems

Vital Source Technologies

Company Supports ODs Via Several Programs

In addition to its comprehensive portfolio of eyecare products, Allergan provides educational programs, professional development and other outreach initiatives that support optometrists through all phases of their careers, including:

- Allergan Academic Partnership, which offers a full spectrum of resources for students, residents, faculty and teaching institutions
- Optometry Jumpstart, AllerganODJumpstart.com, which provides students and recent graduates with resources and information to help them make a strong start in their profession
- Pathways in Medical Optometry Boot Camp, AllerganODPathways.com, which provides practical guidance on growing a successful full-scope optometry practice, such as understanding and implementing ICD-10 codes, improving billing and medical record compliance and differentiating vision plan visits vs. medical plan visits.

According to Dave Gibson, Director, Optometric Professional Relations, "These innovative optometry initiatives demonstrate how the people of Allergan are working to help ODs strengthen their standing in the forefront of their profession."

New Global Giving Program Established

essilor

Seeing the world better

Essilor established Vision For Life, a new program dedicated to eliminating

uncorrected refractive error that furthers its mission of improving lives by improving sight. The global strategic giving program aims to accelerate initiatives targeting poor vision through awareness-raising, capacity-building and the creation of basic vision care infrastructure. The company says the sustainable development of local vision care will create jobs, help alleviate poverty and bring socio-economic development to individuals and the communities in which they live.

Also: Essilor of America is giving eyecare professionals (ECPs) a chance to win exciting prizes, including an Alaskan sightseeing adventure grand prize and a variety of monthly and weekly giveaways, through the "Change Your View" sweepstakes, which is going on now through April 30, 2015.

To enter the sweepstakes, ECPs can register online at EssilorTransitions.com and complete a short training session on how Transitions lenses can benefit their patients and their practice.

Free Online Optical Training and CE

Hoya Vision Care launched Empower U, an online mentor-based training and continuing education program designed specifically to support independent eyecare practices. Empower U learning modules are divided into three main sections:

- "The First 90 Days" takes the participant through eye anatomy, an eye exam, the prescription, frames, lenses and more
- "Hoya Technology Improves Vision" is product-specific and shows the visual acuity benefits of Hoya lens designs, materials and treatments

* As of Feb. 10, 2015

- “Hoya Improves Business” includes case studies and other tools to help practices differentiate their brands from chains and the Internet.

Training is personalized so participants can keep track of their progress. It is free to all Hoya active accounts and includes free ABO and COPE modules.

Visit www.hoyavision.com or contact your Hoya territory sales manager.

Programs for Schools, Students, Alumni



International Vision Expo reminds optometry schools, students and alumni about the programs and benefits available to them at Vision Expo East in New York City, March 19-22.

- Deans and clinical directors can receive help with expenses to attend Vision Expo East: free exhibit hall registration, a 20% discount on education courses, free lunch every day in the exhibit hall and a travel stipend.
- The no-cost student program includes an interactive “Choose Your Own Adventure” course, which allows students to attend any topic of education and apply the resulting knowledge to real-time situations. In addition, students from SUNY, along with the New York State Optometric Association, have planned an interactive lunch program that offers networking with ODs and information on interdisciplinary practice. The day will wrap up with a reception for students who attended the course and lunch programs. National Vision is inviting students to attend the Eye Rock event Saturday night as its guest. They will receive a wrist band at the student reception.
- Members of the Young Professionals Club (ODs who have been out of school for five years or less) receive free exhibit hall registration, six free hours of education and special events for club members to

network.

- New England College of Optometry and Pennsylvania College of Optometry at Salus University will host receptions for their friends and alumni on Saturday night. International Vision Expo contributed \$1,000 toward each school’s reception.

All of these benefits will also be available at Vision Expo West in Las Vegas in September. For more information, contact Kristen Reynolds, Professional Relations Manager, at KReynolds@thevisioncouncil.org.

Contact Lens Module Added to Eye Check



Volk Optical added the Eye Check Contact Lens Module to its Volk Eye Check device. By automatically providing objective and accurate measurements of key eye parameters such as HVID, pupils and lids, the new module enables a quicker fitting process and helps to reduce drop-out rates. The module fosters quick identification of patients who may require non-standard optics in their lenses, and it assists in the quick and smooth fitting of progressive, RGP and scleral lenses.

For more information about Volk Eye Check, visit www.volk.com/eyecheck, call (800) 345-8655 or contact your authorized Volk distributor.

Online Training for Diagnostic Instruments



Eyecare professionals who need to familiarize themselves with Topcon Medical Systems diagnostic equipment can rely on the Topcon Online University training system. The site debut featured the CV-5000S Automated Vision Tester, KR-1W Wavefront Analyzer and CL-300 Computerized Lensmeter, and instruments are added as training mate-

rials become available.

The Topcon Online University Training Program is designed for technicians, optometrists, ophthalmologists and other eyecare professionals who are getting started with Topcon instrumentation. Through a combination of narrated videos, graphics and step-by-step instructions, the system highlights the key features and operating procedures of each instrument.

Also: Now available from Topcon is the new, fully automatic TRC-NW400 Non-Mydriatic Retinal Camera. Using the TRC-NW400, operators do not need to spend time aligning, centering, focusing or capturing color retinal images because the unit automatically performs these steps once the camera is positioned in front of the eye. Visit www.topconmedical.com.

New Ad Campaigns are Multi-Faceted

Transitions

Transitions Optical announced that its 2015 consumer advertising campaign will surround consumers with messages of choice through an integrated mix of media partnerships and television, digital and social media advertising. To bring new groups of consumers to the photochromic category, the company is making the Transitions XTRActive lens and its benefits — extra protection from light outdoors, indoors and in the car — a focus of this year’s campaign.

The company also created a new consumer PR and social media campaign called “See life through a new lens,” which features Transitions lens wearers articulating what it means to wear the product. Influencers who represent multiple areas of focus, including technology, lifestyle, fashion and the Hispanic community, will share their unique Transitions brand stories with core consumer audiences across the country.

Visit Transitions.com or Transition-sPRO.com for more information.

Committed to Quality

a Novartis company

DAILIES TOTAL¹®
WATER GRADIENT CONTACT LENSES

OPTI-FREE®
puremoist®
MULTI-PURPOSE DISINFECTING SOLUTION

ACRY *Sof* IQ
ReSTOR®
MULTIFOCAL IOL

MULTIFOCAL
AIR *contact lenses*
OPTIX®
AQUA

TRAVATAN Z®
(travoprost ophthalmic
solution) 0.004%

TobraDexST
(tobramycin/dexamethasone
ophthalmic suspension)
0.3%/0.05%

**CLEAR
CARE**®
3% HYDROGEN PEROXIDE
Cleaning & Disinfecting Solution

SIMBRINZA™
(brinzolamide/brimonidine
tartrate ophthalmic suspension)
1%/0.2%

Pataday®
(olopatadine hydrochloride
ophthalmic solution) 0.2%

Systane®
BALANCE
LUBRICANT EYE DROPS

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EYE VITAMIN
& MINERAL SUPPLEMENT

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Alcon

6201 South Freeway
Fort Worth, Texas 76134
www.alcon.com

Customer Service

(800) 451-3937
RX & OTC
(800) 241-5999
Contact lenses

Switchboard

(817) 293-0450
Live Operator

Humanitarian Services

(800) 222-8103
US Patient Assistance Program
US Medical Need Program

Medical Missions

(800) 757-9790
Disaster Relief
International Missions

The Alcon Foundation, Inc.

(817) 551-4545
501(c)(3) Nonprofit Status Required

Speakers Alliance

(800) 757-3850

Medical Information Services

(800) 757-9785
medinfo@alcon.com

Medical Safety

(800) 757-9780
Adverse Event Reporting



Allergan Academic Partnership

Allergan is dedicated to supporting optometrists throughout all phases of their careers, and the Allergan Academic Partnership is the foundation of that support. We strongly believe that a commitment to optometric teaching institutions is a commitment to the future of optometry. The Allergan Academic Partnership program offers a full spectrum of resources, including:

The Allergan Academic Partnership Support Team

- Academic Development Manager—Liaison between Allergan and your institution's leadership teams
- Teaching Institution Sales Team—Representatives who provide product education to ensure faculty, residents, and students have a thorough understanding of the Allergan product portfolio
- Eye Care Business Advisor Team—Specialists who offer a suite of sophisticated, customer-focused practice management programs and services

Student Support

- Travel grants to attend *Optometry's Meeting*[®]
- Practice management education through Private Practice Clubs
- Expert guest lecturers on Allergan products and common ocular diseases
- 3D patient counseling app to educate patients in clinics on 7 common eye conditions
- American Academy of Optometry (AAO), American Optometric Student Association (AOSA), and National Optometric Student Association (NOSA) support

Resident Support

- Travel fellowships to attend AAO
- Interview skills training program to help prepare for future career opportunities
- Resident-practitioner networking event to assist in identifying potential employment opportunities
- Advisory board held at the Allergan corporate office to help us find the best ways to support students and residents
- Sponsorship of important events such as orientation, Resident's Day, and graduation

Faculty Support

- Product education and samples for patients who need them
- Allergan product presentations featuring nationally recognized experts in the field of optometry
- Allergan advisory board composed of faculty and administrators who provide direction on how to best support optometric teaching institutions
- ASCO Benefactor-Level Supporter
- Faculty conferences, grand rounds, and faculty retreats

Institutional Support

- Unrestricted grants to support continuing education of optometrists
- Sponsorship of award banquets, White Coat Ceremonies, graduations, and alumni events
- Practice management resources provided by the Allergan Business Consulting Services Team
- Philanthropic support provided through The Allergan Foundation
- Inspirational programs featuring *InfantSEE* and Tom Sullivan

**For more information, contact: Mark Risher, Senior Manager,
Optometric Academic Development (Risher_Mark@allergan.com)**