

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 - \$99,999)

Essilor of America
Walmart Stores, Inc.

Benefactors

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

Alcon Laboratories
CIBA Vision Corporation
Vistakon Division of Johnson & Johnson Vision Care, Inc.

Supporters

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

Carl Zeiss Vision
Hoya Vision Care, North America
Luxottica/EyeMed Vision Care
M&S Technologies
Transitions Optical, Inc.
Vision Service Plan

Friends

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

Abbott Medical Optics
Allergan, Inc.
Bausch & Lomb, Inc.
Compulink Business Systems
Genzyme
Haag-Streit
Keeler Instruments
Marco
Optos North America
TLC Vision
Volk Optical

Contributors

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

CooperVision
Marchon Eyewear
Ophthonix, Inc.
Optovue, Inc.
Safilo Group
Vision Source!

**For the period*

July 1, 2008 to June 30, 2009

Grants/Scholarship Available for 3rd and 4th Year Students



HOYA Vision Care is offering third- and fourth-year students a \$1000 grant and an opportunity to qualify for a \$6,000 scholarship. To be considered, students must submit a patient case study involving HOYA products. One winner will be selected at each school, and each winner will receive \$1,000. The winning case studies will then be reviewed by HOYA's ECP Advisory Panel, and an overall winner will be chosen. This student will receive an additional \$6,000 scholarship.

Judging will be based on originality, application of technology, product knowledge and overall analysis and composition. The written case study report must be submitted to the faculty judge designated at each school by May 1, 2010. Grant winners will be notified by June 1, 2010. Grant winners will be invited to the annual meeting of the American Optometric Association in Orlando, Fla., June 17-20, 2010, and Hoya will pay their airfare and hotel costs. The scholarship winner will be announced at the HOYA Awards Luncheon on Friday, June 18, 2010.

New Roles at Vistakon


DIVISION OF
Johnson & Johnson Vision Care, Inc.

Vistakon, Division of Johnson & Johnson Vision Care, named Colleen Riley, OD, MS, FAAO, Dipl CL, Vice President, Professional Development. In this role, Dr. Riley will lead the company's continuing efforts to develop and implement

strategies and programs that focus on professional and practice development for eye care professionals. She also will oversee all activities for The Vision Care Institute, LLC, a Johnson & Johnson Company. Dr. Riley is a graduate of Indiana University School of Optometry.

Dave Brown was named President, Vistakon Americas. In his new role, Mr. Brown will be responsible for Vistakon's US and Canadian businesses.

Marco Offers EMR Certification Program



THE LEADER IN VISION DIAGNOSTICS®

Marco recently initiated the Marco EMR Certification Program, which is designed to assure doctors and their staff that Marco products will integrate seamlessly with Marco Certified EMR Partners.

To become certified, each EMR company must confirm and demonstrate that their software integrates with all Marco automated products. Moving forward, Marco and EMR-certified companies will work together as a team so that the integration will continue as new products are introduced by Marco or new technologies by EMR-certified companies.

Haag-Streit USA Receives Distinguished Friend Award

Haag-Streit USA received the Distinguished Friend Award from the Illinois College of Optometry during ICO's Alumni Weekend celebration. President Dr. Arol Augsburger presented the award to Mr. Steve Juenger, Vice President of Haag-Streit USA at a dinner and reception on Sept. 11.

New Online Resource for Practitioners



Bausch & Lomb

Perfecting Vision. Enhancing Life.®

Bausch & Lomb US Vision Care launched the Center for Patient Insights Web site (<http://www.centerfor-patientinsights.com/>) to increase access to unbiased industry information, trends, market research, and insights for eye care professionals.

The company announced the Center in June at the annual meeting of the American Optometric Association. The main goal of this initiative, according to the company, is to deliver news and insights that help eyecare professionals better understand their patients, their industry and the information and opportunities available to them. The Web site is an extension of this initiative and will provide an easily accessible reference source to this information for eye care professionals.

Polarization Testing Available



The First Choice in Vision Testing Systems

M&S Technologies now offers polarization testing on the Smart System 2020, giving eye care professionals the ability to perform binocular balancing, fixation disparity and suppression using polarization. For information, visit <http://www.mstech-eyes.com>.

FDA Approves Preservative-free Ketorolac



The US Food and Drug Administration approved Acuvail (ketorolac tromethamine ophthalmic solution; Allergan), an advanced, preservative-free formulation of ketorolac, a nonsteroidal anti-inflammatory drug indicated for the treatment of pain and inflammation after cataract surgery.

According to the manufacturer, Acuvail, which is dosed twice daily, is formulated at pH 6.8, enabling deionized drug delivery on the corneal surface. It contains carboxymethylcellulose (CMC), a viscous molecule also found in Allergan's Refresh Brand Tears that enables the drug to adhere to the ocular surface and enhances patient comfort. Full prescribing information is available at http://www.allergan.com/products/eye_care/acuvail.htm.

Volk Receives Ohio Award



Volk Optical was awarded a Governor's Excellence in Exporting Award by Ohio Governor Ted Strickland. The award recognizes Ohio companies that have shown superior performance in exporting, which is a vital component of the state's economy.

Volk's diagnostic ophthalmic lenses, equipment, and accessories are used extensively throughout the global ophthalmic community. The company has formed international distribution partnerships that give Volk strong regional representation and deliver good local sales and service expertise to its customers.

In other news, Volk reports increasing interest among optometrists in its HR Wide Field lens, particularly to examine for peripheral retinal tears. According to the company, the lens provides a panoramic view not possible with a noncontact slit lamp or BIO lens and a clear view of the entire retina, not possible with a 3-mirror lens, which needs to be rotated. Most importantly, it is distortion-free across the entire viewing area.

SiHy Lens Parameters Expanded



CooperVision has expanded the parameters of Avaira 2-week replacement silicone hydrogel lenses. With the addition of plus sphere powers of +0.25D to +8.00D on a new 8.4mm base curve, Avaira's parameters now range from -12.00D to +8.00D. For more information, visit <http://www.coopervision.com>.