

## INDUSTRY NEWS

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

**Patrons****(\$50,000 - \$99,999)**

Essilor of America

**Benefactors****(\$25,000 - \$49,999)**CIBA Vision Corporation  
Luxottica/EyeMed Vision Care  
Walmart Stores, Inc.**Supporters****(\$15,000 - \$24,999)**Alcon Laboratories  
Carl Zeiss Vision / Carl Zeiss Meditec  
Hoya Vision Care, North America  
Transitions Optical, Inc.  
Vision Service Plan  
Vistakon, Division of Johnson & Johnson Vision Care**Friends****(\$10,000 - \$14,999)**Abbott Medical Optics  
Allergan, Inc.  
Bausch + Lomb, Inc.  
Compulink Business Systems  
Haag-Streit  
HEINE  
Keeler Instruments, Inc.  
M & S Technologies, Inc.  
Marco  
Optos North America  
Volk Optical**Contributors****(\$5,000 - \$9,999)**CooperVision  
Marchon Eyewear  
Ophthonix, Inc.  
Safilo Group  
TLC Vision  
Vision Source!**New Silicone Hydrogel Wetting Agent Explored****Alcon**<sup>®</sup>

Alcon is developing a new agent designed to improve the wettability properties of silicone hydrogel contact lenses. Data on the wetting agent, which uses proprietary polymer chemistry (polyoxyethylene-polyoxybutylene, or EOBO), was presented at the 2010 annual meeting of The Association for Research in Vision and Ophthalmology (Davis JW, Ketelson HA, Shows A, et al. A lens care solution designed for wetting silicone hydrogel materials. ARVO Program/Poster 3417/D1034. May 4, 2010, Fort Lauderdale, FL.).

According to the poster presented, a test solution containing EOBO reduced the surface and bulk hydrophobicity and improved the hydrophilic properties of silicone hydrogel lenses as compared to a saline solution control. In a press release, Alcon's Director of Consumer Product Research, Howard Ketelson, PhD, stated "Polyethylene oxide is the hydrophilic portion of the molecule and carries water efficiently and effectively to the hydrophobic lens sites that are not wetted by the tear film."

The company is also evaluating how the EOBO technology can be incorporated into its contact lens care product line.

**New Web Resource Designed for ODs****ALLERGAN**

As part of its "Made for Each Other" campaign, Allergan launched a Web site to provide optometrists with single-site access to information

about the company's therapeutics and other resources. The site offers information about patient cost-saving programs such as rebates, unbranded disease state backgrounders for patient education, and practice management tools such as questionnaires and trackers to help doctors assess patients, get them started on treatment and track their progress. Visit [www.allerganoptometry.com](http://www.allerganoptometry.com).

Also available from Allergan is the recently FDA-approved topical treatment for the prevention of itching associated with allergic conjunctivitis, alcaftadine ophthalmic solution 0.25% (Lastacast). According to the company, the H1 histamine receptor antagonist is a completely new chemical entity. Lastacast is a once-daily therapy and it is approved for use in pediatric patients over 2 years of age. In conjunctival allergen challenge studies, Lastacast was more effective than its vehicle in preventing ocular itching at 3 minutes and 16 hours post-dosing. Full prescribing information can be found at [www.accessdata.fda.gov/drugsatfda\\_docs/label/2010/022134s000lbl.pdf](http://www.accessdata.fda.gov/drugsatfda_docs/label/2010/022134s000lbl.pdf).



*Lastacast is a once-daily therapy for patients with allergic conjunctivitis.*

## Specialty Contact Lenses to be Marketed Worldwide

# BAUSCH + LOMB

Bausch + Lomb has entered into an agreement with United Kingdom-based UltraVision CLPL to market and sell KeraSoft contact lenses throughout the world. KeraSoft lenses are a patented combination of the latest technologies in soft and silicone hydrogel materials. They utilize geometries from complex mathematics to offer comfortable wear and excellent vision to patients with irregular corneas and keratoconus. Each lens is custom designed for the individual eye.

Commenting on the announcement in a press release, Joseph Barr, OD, MS, FAAO, vice president of Global Clinical & Medical Affairs and Professional Services, Vision Care for B+L, said "This technology has totally transformed my view of contact lens management of keratoconus and irregular cornea patients. The visual results and enhancement of life are true advances."

The global roll-out of KeraSoft lenses through B+L's lab channel partners will begin later this year and will be executed around the world in phases.

### Avaira Toric Contact Lens Available Nationwide



CooperVision announced the national rollout of Avaira Toric silicone hydrogel contact lenses. The design of the Avaira Toric combines a consistent horizontal thickness, an optimized ballast, naturally wettable material, a low modulus and high water content, all of which are aimed at providing consistent and comfortable performance in a broad range of astigmatic patients regardless of prescription.

The lenses are made of enfilcon A material and incorporate CooperVision's Aquaform Comfort Science technology. According to company materials, this technology creates a naturally hydrophilic contact lens that retains water, minimizing dehy-

dration and eliminating the need for wetting agents, coatings or additives. Avaira Toric lenses have a Dk of 100 and a Dk/t of 91.

### High-Definition Video BIO Debuts



New from Heine is the OMEGA 2C High Definition Video Binocular Indirect Ophthalmoscope. It

features Xenon Halogen illumination and does not contain a beam splitter because the video camera is built into the instrument head itself. Heine said the OMEGA 2C is the only BIO on the market designed specifically for video applications.

The instrument's integrated Panasonic HD GP-KH232 camera utilizes a one-third-inch CMOS sensor to deliver a native 1080p resolution from HDMI output. It delivers 900 lines of resolution when viewed on a TV and true HD 1080p digital imaging on a computer.

### Native American Student Scholarship Established



Hoya Vision Care and Northeastern State University have established the Wilma Mankiller Scholarship for Native American Students in the Oklahoma College of Optometry. Hoya will donate \$25,000 over the next five years to provide funding for the scholarship.

In thanking Mankiller's family for allowing the scholarship to be named in her honor, NSUOCO Assistant Dean Michelle Welch, OD, pointed out that Mankiller, the former Principal Chief of the Cherokee Nation, was one of the first to put a priority on providing healthcare for the tribe.

The Wilma Mankiller Scholarship will be offered for the 2011-12 academic year. Applicants must be American Indian, hold a 3.0 cumulative grade point average and

be entering the first or second year of studies at NSUOCO. First-year students will receive preference. The scholarship amount awarded will be determined based on the money generated by the fund. Half will be awarded for the fall semester and the second half for the spring semester if the student maintains a 3.0 GPA and performs 10 hours of approved volunteer optometry service each semester.

NSU welcomes donations to the scholarship. For more information, contact the NSU Foundation at (918) 458-2143 or [foundation@nsuok.edu](mailto:foundation@nsuok.edu) or visit [www.nsugiving.com](http://www.nsugiving.com).

### New Device, Software Enhance Retinal Imaging

Building off its P200 scanning laser ophthalmoscope device, Optos has developed a new retinal imaging system designed to deliver enhanced clinical information and tools for detecting pathology and monitoring changes in the retina over time. The new device, the 200Dx, and associated V2 Vantage Pro Software (v2.6) are expected to provide better overall image quality by way of several advancements, including retinal nerve fiber layer/ polarization – circular from linear, laser focus improvement, brighter images and superior field illumination, and an improved patient interface.

Additional software capabilities include historical image overlay for comparing current optomap exams with previous ones, archived information and the ability to e-mail patients a 3D Wrap video of their optomap image.

### Dr. Schnider Takes On New Role at Vistakon



Vistakon, Division of Johnson & Johnson Vision Care, Inc., named Cristina M. Schnider, OD, MBA, FAAO, Senior Director, Medical Affairs. In this role, Dr. Schnider

is responsible for providing strategic direction and leadership for Medical Affairs in the area of specialty contact lens products. Dr. Schnider joined Vistakon in 1999 as Manager of

Claims Substantiation and Product Assessment, Research & Development. She recently returned from a three-year assignment in Tokyo, Japan.



*Cristina M. Schnider, OD, MBA, FAAO*

In other news, Vistakon is reminding doctors about the availability of a free resource for patients from the Asthma & Allergy Foundation of America. The brochure, titled “Eye Health & Allergies,” was supported by 1-Day Acuvue Moist contact lenses. It provides information to help patients understand and better manage their eye-related allergy problems.

To request a PDF of the brochure for use on your Web site, or to order a complimentary set of brochures (50) for your practice, e-mail [eyeallergybrochure@rprmc.com](mailto:eyeallergybrochure@rprmc.com). Requests should include your name and complete address, including ZIP code.



*The “Eye Health & Allergies” brochure is a free resource from the Asthma & Allergy Foundation of America.*

## Spanish-Language Track Returns to Expo East

# Transitions

Transitions Optical is supporting a Spanish-language education track during International Vision Expo East for the second year. Six new courses, all approved for ABO credit, are included in the conference program. The track is open to all eyecare professionals who speak Spanish, either fluently or conversationally, from both the United States and Latin America. Course topics range from incorporating the latest eyewear technologies to practice-building and dispensing tips.

After International Vision Expo East (March 18-20, Jacob J. Javits Center, New York City) all Spanish-language courses will be posted to the Education section of Transitions Optical’s professional trade portal at [www.Transitions.com/PRO](http://www.Transitions.com/PRO).

Transitions also recently announced the promotion of Brian Hauser, PhD, to the position of General Manager, U.S. and Canada.



*Brian Hauser, PhD*

Hauser’s responsibilities for the North American region include strategic planning, business growth and organization leadership. Chief Operating Officer Dave Cole said “Brian’s extensive optical industry experience, coupled with his ability to build strong relationships internally and externally, makes him an ideal choice for this role. His leadership of the North American region will ensure we continue to create synergies and customer alignment across all levels of the channel to accelerate business growth.”

## Scholarship Competition Judging is Under Way



Judging of this year’s entries into the Walmart Project Foresight scholarship competition is under way. Optometry students in their first, second or third year of school are competing by designing and developing a business plan for an optometric practice that promotes the profession of optometry, incorporates the teachings from the schools and colleges of optometry and highlights the values of Walmart Health and Wellness. Each team, made up of two students, also creates a presentation to showcase its business plan. A panel of school and Walmart officials judges the entries at each participating school. The winning team from each school wins a \$1,000 scholarship and a chance to compete in the national competition for the grand prize, a \$20,000 scholarship.

The winners of the 2011 competition will be announced later this year. Questions about the contest can be directed to Kim Vo, OD, at [kimuyen.vo@wal-mart.com](mailto:kimuyen.vo@wal-mart.com) or (479) 426-3979.