

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.

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

Alcon Laboratories
Essilor of America
HOYA Vision Care, North America
Luxottica / EyeMed Vision Care
Walmart Stores, Inc.

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

Bausch + Lomb
Carl Zeiss Vision / Carl Zeiss Meditec
Keeler Instruments
Transitions Optical
Vision Service Plan
Vistakon®, Division of Johnson & Johnson Vision Care

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

Abbott Medical Optics
Allergan, Inc.
Compulink Business Systems
EMRlogic Systems, Inc.
Haag-Streit
HEINE
M & S Technologies, Inc.
Marco
Oculus, Inc.
Optos North America
Volk Optical

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

CooperVision
Marchon Eyewear
Ophthonix, Inc.
Review of Optometry
Safilo Group
TLC Vision
Vision Source!

As of October 2011

Disposable Prism Covers Perform Reliably in Study

Based on the results of a study conducted in the Veterans Affairs Boston Healthcare System and published by the journal *Eye*, Haag-Streit's Tonosafe disposable tonometer prisms are a reliable alternative to the Goldmann Applanation Tonometer (GAT) for measuring intraocular pressure (IOP). [<http://www.nature.com/eye/journal/v25/n5/full/eye201140a.html>]

Tonosafe disposable prism covers are designed to replace the multi-use prisms created for the GAT. The study, which involved 652 eyes of 326 patients, is the largest to date comparing Tonosafe and GAT. In addition, it included eyes at the extremes of IOP, ranging from 3-34 mmHg.



Haag-Streit's single-use Tonosafe prisms.

Safilo Supplies Glasses For Special Olympians

Safilo Group continued its support of Special Olympics as a sponsor at the 2011 World Summer Games, which were held in Athens, Greece, June 25 to July 4. The competition included 7,000 athletes from more than 170 countries.

As it has done since 2003, Safilo supplied prescription glasses and sunglasses to the athletes as part of the Special Olympics-Lions Clubs International Opening Eyes vision care program. Also, company personnel volunteered their time to help implement the events.

Opening Eyes was founded by the American Optometric Association's Sports Vision Section and formally incorporated into the Special Olympics Healthy Athletes program in 1997.



Safilo donated more than 80,000 optical frames and sunglasses between 2010 and 2011 for Special Olympics athletes.

Dr. Haine Partners with EMRlogic Systems

EMRlogic Systems has added Charles L. Haine, OD, MS, to its team of Subject Matter Experts. Dr. Haine recently retired from his positions as Professor and Associate Dean of Clinical Affairs at the Western University of Health Sciences College of Optometry. He will serve as Director of Connected Care, working primarily with James E. Grue, OD, Vice President of Clinical Outcomes and Connected Care.

EMRlogic has developed a knowledge-base-driven, rather than a traditional droplist-driven, approach to electronic health records. According to Alistair Jackson, the company's Vice President of Marketing and Business Development, Dr. Haine will help establish the new approach as a "must-see solution for institutions and businesses seeking to be the eye-care leaders in their respective fields and regions."

Two New Resources for Practices and Patients

Transitions

Two new resources are available from Transitions Optical, the EyeGlass Guide and the New Multicultural Consumer.

The EyeGlass Guide (EyeglassGuide.com) can be used online or in print. It details the benefits of various vision-optimizing lens options and allows consumers to build their ideal pair of eyeglasses, giving them an idea of what they need and want before their next appointment. The guide also reinforces the role of a qualified advisor in the eyeglass buying process, ultimately directing patients to an online eyecare professional locator. However, practices can use a version of the guide without the professional locator for their own outreach efforts if they prefer. A number of in-office and direct mail pieces promoting the guide are also available (Transitions-TOM.com).

The New Multicultural Consumer is a continuing education course. The 50-minute seminar, which is approved by the American Board of Opticianry, explains current research on spending mindsets and habits, changing media patterns, demographic shifts, the continued impact of acculturation and assimilation, and specific eyecare and eyewear perceptions for each of the three largest and fastest-growing demographic groups. The course can be downloaded through the Education section of Transitions.com/Pro and will soon be available to take for credit at Transitions.com/Education.

College Upgrade Includes Donated Fabrication Lab



The Michigan College of Optometry at Ferris State University has a new state-of-the-art facility, and its University Eye Center includes a new fully equipped optical fabrication lab that was donated by Essilor of America. The donated equipment, which consists of a tracer, blocker, edger, surfacer, polishers and refiners, will enhance the services provided to the community and give students hands-on experience with tools similar to those they will likely encounter in

professional environments as they enter internships and the workforce.

In other news, Essilor International was recently named to Forbes magazine's list of "The World's Most Innovative Companies." Ranked 25th on the list, the company was recognized for its innovative eyeglass lens production and its impact on the optics industry.

Industry, Education Collaborate at Event



Students, residents and faculty from the New England College of Optometry and the New England Eye Institute recently partnered with Vistakon, Division of Johnson & Johnson Vision Care, Inc., and its African-American Leadership Council to provide free vision evaluations at the National Urban League conference in Boston. Guided by residents and faculty, including Assistant Professor Bridget Hendricks, OD, MS, 32 second-year students performed visual acuity testing, retinoscopy, ophthalmoscopy and non-contact tonometry for 415 patients.

Patients also received educational materials and referral information. Additional sponsors were Optos and Marco, which provided instrumentation used in the evaluations.



Top row from left: Patsy Scott, Dr. Lee Ball, Dr. Giovanna Olivares, Dr. Colleen Riley, Eric Mitchell, Michael Sneed, Dionne Thorpe, Vincent Davis and Tom Roberts. Seated from left: Hiral Patel, Richa Garg, Rupal Bhagat, Dr. Bridget Hendricks, Suzanne McClain, Jennifer Le, Tiffany Cheng and Tara Roche.

Acculens Licenses Scleral Lens Designs

Acculens agreed to license its Maxim and Comfort SL branded scleral lens designs to Mediphacos. The agreement opens the Brazilian market to the Acculens scleral designs and allows for expansion into all of South America, Central America and Mexico.

Comfort SL is an alternative to soft lenses for the correction of non-distorted ametropic eyes. Maxim is indicated for the management of corneal distortion and dry eyes.

Harris Survey Queries Patients with Dry Eye



A survey of people who suffer from dry eye, which was commissioned by Allergan Inc., found that 48% of U.S. adults and 52% of U.S. women experience one or more symptoms of dry eye regularly.

Other findings include:

- 30% of men 55 and older and 19% of women 55 and older have experienced dry eye symptoms for more than 10 years.
- 19% of adults report using over-the-counter (OTC) eye drops to treat symptoms at least 5 times per week.
- 63% of adults who use OTC eye drops to manage their dry eye symptoms state the drops are only somewhat or not at all successful in managing their symptoms.
- Among the 41% of adults who visited an eyecare professional to treat their dry eye symptoms, 19% state they visited more than once before finding relief, and 22% state they still have not found relief.

The survey was conducted online from March 4-8 among 2,411 adults by Harris Interactive using its Quick Query omnibus tool. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.

New Automated Protocol for Low Vision Testing



M&S Technologies released eLVT, a new methodology for low vision testing that was co-produced and engineered with Dr. Ian Bailey of UC Berkeley. The automated protocol is designed for accuracy and repeatability and to eliminate subjectivity, technician bias and varied interpretation of responses. The system can test at several distances and determine visual acuity thresholds to 20/20,000. Results can be printed and/or stored digitally.

The eLVT can operate with any Smart System product or be used as a stand-alone product for clinical trials and/or research and development.

Lens Corrects Astigmatism and Features HD Optics



New from Bausch + Lomb is the PureVision 2 for Astigmatism contact lens with High Definition Optics. High Definition Optics reduce spherical aberration in both the sphere and cylinder meridians to foster clear and crisp vision, especially in low light. The monthly replacement lenses feature optimized ballasting, a larger diameter and a large optic zone, all part of Auto-Align Design, to ensure stability. ComfortMoist Technology for overall comfort is also part of the lens design.

In other news, B+L added two people to the Boston Lab Channel team: Pat Murphy, Technical Services Manager, and Claire Venezia, Global Marketing Manager.

Gonio Lens Provides View, No Adjustment



Volk Optical has designed a new gonioscopy lens to provide the most comprehensive sweeping views of the anterior segment. The G-6 Gonio has six closely aligned mirrors to provide a true 360-degree view during examination, with no lens adjustment required. The mirrors are equally angled, eliminating gaps for visualization of the entire anterior segment at 1.0X magnification. Doctors can quickly scan across mirrors without the confusion of tracking where one view ends and the next begins.

The G-6's taller, tapered profile is easier to hold within the orbit. Its no-flange design means there is no need to use a viscous coupling solution.