

Introducing the New, Improved ALLDocs Newsletter



PRESIDENT'S DESK



**Kerry Gelb, OD
President**

As you may have noticed, the ALLDocs newsletter is evolving with our organization. It has a new name, CONTACT, which reflects not only its purpose among our membership, but also a major growth area in our industry. The graphics and writing have been raised a notch, thanks to the folks at Eyedeaz LLC. CONTACT will focus on interviewing people from the business to the medical side of eye care, as well as offering practice management tips and important information on the latest news in innovative contact lenses and eye-care technology.

Strike Gold at ALLDocs Annual Meeting in Colorado Springs.

Save the date: September 22-27, 2013, and register for the ALLDocs Annual Meeting at the Broadmoor in Colorado Springs! We have a great lineup of speakers offering valuable nuggets of information on everything from cutting-edge eye care technology to how to land on your feet in the era of Obamacare. While we all plan to spend quality time in meetings, it's nice to know that when you step out to enjoy some free time, the Broadmoor offers a Five-Star day spa, the only Five-Star/Five Diamond restaurant in Colorado, 54 holes of

championship golf, six tennis courts and indoor/outdoor pools. Register at: <https://www.research.net/s/Z9JTZYW>

More Doctors Adopt Contact Lens Initiative to Grow Their Practices.

Halting the erosion of contact lens sales is important to the health of our practices. That's why more than 150 ALLDocs members have already signed up for the Contact Lens Initiative. Developed by consulting and marketing company Eyedeaz LLC, the program is a market-tested,



Broadmoor Hotel, Colorado Springs

research-based approach to slowing the flow of contact lens prescriptions being filled by Internet or big-box retailers. Originally pilot-tested by more than 40 ALLDocs practices, the program is packed with educational materials and tools for doctors, staff and patients. Participating doctors have experienced an immediate turnaround in sales. To sign up, or if you have any questions on the implementation of the initiative, contact Eyedeaz at kzierler@comcast.net.



EDUCATION

Speakers Bureau

Who's Lecturing at the Annual Meeting?



Ron Rosedale, MD

Author of *The Rosedale Diet*, will speak on "The Impact of Diet and Lifestyle on Preventing and Reversing Diabetes." He will also speak on drugs used to treat diabetes. Dr. Rosedale is an internationally known expert in nutritional and metabolic medicine and a pioneer in applying concepts related to the biology of aging to reversing diabetes and heart disease.



Gary Taubes

Science writer and author of *Why We Get Fat: And What To Do About It* will provide the keynotes and motivational talk based upon his own nutritional research on preventing and treating chronic disease. Taubes studied physics at Harvard, has an MS degree in aerospace engineering from Stanford and an MS in journalism from Columbia University.



Mile Brujic, OD

Owner of Premier Vision Group, Mile will speak on "Anterior Segment Grand Rounds Including CRT." He has been published in numerous optometric publications, is on the editorial board for *Optometry Times* and a clinical examiner for the National Board of Examiners in Optometry.



Ken Zierler

President of Eyedeaz LLC, Ken Zierler has over 30 years of healthcare advertising and marketing experience under his belt. He has collected dozens of industry awards including two Clios. Zierler will be speaking on "The Contact Lens Initiative and Promoting the Annual Eye Exam in Your Practice."





Oral Agent May Quell Invasive AMD, Restore Vision



Stuart Richer, OD, PhD

A new treatment option holds promise for quelling invasive age-related macular degeneration (AMD) and for restoring lost vision. This humble nutraceutical, resveratrol, is derived from the fungus that grows on the skin of grapes and some other fruits.

“Angiogenesis inhibitors are considered the standard of care for patients with the fast-progressive form of macular degeneration, but they are not foolproof,” says Stuart Richer, OD, PhD, Director, Ocular Preventative Medicine-Eye Clinic, James A. Lovell Federal Health Care Center, North Chicago, Illinois.

Dr. Richer recently presented research on resveratrol at the 2012 Association for Research in Vision & Ophthalmology meeting. Oral resveratrol was used successfully in AMD patients who either failed ocular injections of angiogenesis inhibitors, or who refused to undergo the procedure. A specific nutraceutical mixture of vitamins and small herbal molecules (Longevinex®) was used because of its extensive testing, publications and proven ability to favorably alter genes in a superior manner to other available nutraceuticals.

One striking case he reported was an 88-year-old woman whom retinal

specialists said was beyond help offered by conventional medicines or surgery. Following low doses of resveratrol, this hospitalized woman regained her ability to see faces, read a menu and visualized her handwriting in just four days.

Dr. Richer says 16 of the first 17 cases responded positively to this nutraceutical medicine with no reported side effects. Because these patients faced impending loss of vision, for ethical reasons no patients received placebo pills.

He says it is unknown whether resveratrol produces such positive results in the more common dry form of macular degeneration, but the benefit to vision is typically bilateral and self-evident.

He adds that in these first cases he monitored, scotomas disappeared, time to recovery from bright light was reduced, and contrast vision as well as visual acuity generally improved within three to six weeks.

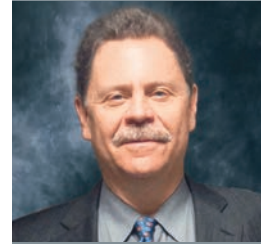
“In the coming decades, the 80-plus generation will increase considerably and will need extensive eye care,”

Dr. Richer says, “This is a low-dose, inexpensive nutritional supplement for this very group of patients, which offers them hope in cases where they have no other options.”

Dr. Richer has no financial interest in the products used in his investigations.



As I See It



Steven Lutz, OD

Contact Lenses for Vertically Astigmatic Presbyopic Patients.

Astigmatic presbyopic patients can be difficult to satisfy with contact lenses.

“There are several astigmatic multifocal contact lens designs available,” says Steven Lutz, OD, Ann Arbor, Michigan. “All of them fall short in my experience due to poor rotational stability.” Modern toric design features cannot be incorporated into these lenses because they interfere with the multifocal optics.

“Therefore, we are stuck with crude double slab-off toric designs,” he says. “A better way to fit the vertical astigmat is with one toric lens and one multifocal lens. Uncorrected vertical astigmatism creates a bifocal effect. I use this to my advantage.” For example, if the patient Rx is OD -2.75 -1.00 x 090 +1.75, OS -2.00 -1.00 x 085 +1.75, diagnostic lenses would be OD -2.00 +1.00 D Biofinity Multifocal, OS -2.00 -0.75 x 090 Biofinity Toric.

“This is modified monovision, OD near,” Dr. Lutz explains. “The uncorrected vertical cylinder OD gives an additional multifocal effect. Eye dominance is of little importance here. Always try to make the spherical powers of the two lenses as similar as possible. The brain accepts this best. The above method doesn’t work well with horizontal cylinder.”



Annidis RHA™ Extends Diagnostic Power for Earlier Diagnosis and Treatment

Imagine peering into the deeper retinal layers of the eye such as the retinal pigment epithelium (RPE), an area associated with the onset of many degenerative diseases. In the past, this was impossible, but today, the Annidis RHA-Multi Spectral Imaging (MSI) instrument makes it a reality.

The RHA allows doctors to noninvasively assess various areas of the retina for the early appearance of defects associated with AMD, diabetic retinopathy and glaucoma. The instrument's MSI penetrates deep into the retina and extracts information, such as oxygen-based vascular maps that can be correlated to metabolic and physiological changes.

RHA Report™ software enables doctors to analyze images and maps which provide a simple and efficient presentation of retinal health information and an excellent frame of reference for patient counseling.

"I think what optometrists find most exciting is the visualization of the RPE," says Nick Ribaric, President, Annidis, Ottawa, Canada. "Having the ability to look at the pigmentary changes is groundbreaking. These changes are known to be strongly related to AMD, the largest cause of legal blindness in the world." The Annidis RHA was introduced in the U.S. market in late

2011 and its use is steadily growing among eye-care doctors seeking to expand their practices through early detection and treatment of ocular diseases. Adopters of this technology have been expressing their enthusiasm over its capabilities:



"The Annidis RHA is emerging as the most comprehensive technology for the early detection of outer retina and choroidal disorders including all forms of AMD."

—Jerome Sherman, OD, FAAO, New York

"Our patients have been extremely impressed by the ability to see their retinal images layer

by layer as provided by Annidis Multi-Spectral Imaging. I look forward to utilizing our new instrument in the clinic and helping in early detection of AMD."—Kerry Gelb, OD, New Jersey

"Our job is to create new instruments that will allow doctors to provide better value to their patients," Ribaric adds. "By providing that value, their practice will retain those patients and grow."

For more information, visit: www.annidis.com.



OneSight



Richard Hults, OD

An Eye-Opening Experience.

"Everyone has the desire to give back," says Richard Hults, OD, Cleveland, Ohio. That's the attraction to volunteering with OneSight, a charity that has supplied more than 8 million underprivileged people with eyeglasses domestically and overseas since 1988.

Dr. Hults' volunteer work has taken him to Southeast Asia, China, South Africa, Central and South America, and the Dominican Republic. During these clinics the teams helped over 26,000 people. Recently, Dr. Hults traveled to Nicaragua with OneSight.

"At one clinic, an elderly man proudly displayed his ID showing he was 100," Hults recalls. "He hadn't been able to see his children and grandchildren for years. When we gave him glasses and he could finally see, his eyes lit up. You never forget those moments."

"Many young people are dramatically nearsighted. When fitted with glasses for the first time, their world changes in an instant from a blur to seeing everything. They commonly are so stunned they have to sit down.

"OneSight is open to every ALLDocs member," Dr. Hults adds. In fact, he is just one of many ALLDocs members who have volunteered over the years. "Once you've tried it, you're pretty much hooked."



Proclear® 1 Day Lenses



Still a Great Option for One Day Contact Lenses.

With a new one day lens released during the past year and another about to be released, it is possible to lose sight of the advantages of Proclear 1 Day lenses that have been fit very successfully for so long.

Proclear 1 Day is a very viable lens for one day use due to its:

- Low modulus
- Low elasticity
- Resistance to dehydration

It is not made with conventional hydrogel material and it can easily be considered a high-tech lens as the PC material was developed by a biotech company that was developing protein resistant coatings for medical devices, particularly those associated with cardiology.

As contact lenses are also prone to protein deposits, utilizing phosphor-ylcholine (PC is a lipid material that is part of the makeup of the human cell membrane) as an inherent part of the lens material significantly reduces protein deposition on the lens surface.

Another, and perhaps more important benefit, is that PC material is very resistant to dehydration and Proclear is made from the only lens material cleared by the US FDA for the claim “may provide improved comfort for contact lens wearers who experience mild discomfort or symptoms relating to dryness during lens wear associated with Evaporative Tear Deficiency or Aqueous Tear Deficiency (non-Sjorgen’s only)”.

Many of your ALLDocs colleagues have adopted Proclear 1 Day as their lens of choice for one-day patients. Their offices are way too busy to accept fitting lenses that don’t have a high rate of success.

By prescribing Proclear 1 Day contact lenses, you can give your patients a high-tech lens that provides excellent comfort and vision as well as a healthier lens-wearing experience at a very reasonable cost.



Branding Tip



An Appealing Way to Brand Your Practice.

Personalize contact lens boxes without damaging them—should returns be necessary—with new easy-peel custom labels. Colorful, office-personalized address labels reinforce your practice name every time a patient reaches for a replacement contact lens. They also remind patients to schedule eye exams. For more information, contact Ken at www.eyedeazllc.com or call 908.447.1562.

Did you know?

75%
Percentage of Americans who use some form of corrective lenses

64%
Percent who wear glasses

11%
Percent who wear contact lenses

Source: National Eye Institute, Glasses Crafter

“Quarterly Quote”

“Want to increase revenues and mold staff behavior? Implement contests to achieve a desired result. I offered a \$50 bonus to the staff member who had the highest percent of annual contact lens supplies and \$50 for the highest retinal imaging percent. My small \$100 investment per month not only drove revenues higher, but also helped identify who was skilled at moving annual supplies and recommending imaging. Now we can coach those who need it to help grow our practices.”

—Jeff Geisert, OD



Two Decades of Perspective in Eye Care: Part I

An Exclusive Interview with Alcon's Jim Murphy



Jim Murphy

When Boston-born Jim Murphy, VP and General Manager of Alcon US Vision Care, considers the greatest influences in his life, one name that immediately comes to mind is renowned optometrist and researcher Dr. Donald Korb. "He studied disease and dysfunction to the point of taking it personally so he could help people who suffer from dry eye," Murphy says. He admires people like Korb who strive to meet the unmet vision needs of patients. "It's in their blood and they live it every day."

Like his mentor, eye care has been in Murphy's blood over his productive 18-year career with Alcon. He began his career in sales, which meant spending time in hospitals. "I was in the operating room with the surgeon every day," he says. "It was a time when technology was developing very fast, transitioning from extracapsular cataract extraction to phacoemulsification. We went from patients ending up with coke-bottle glasses after surgery to today's 20-minute outpatient surgery with intraocular lenses."

His career then shifted into the pharmaceutical side of the business, where he learned about various diseases of the eye. He recalls several breakthrough medications, including the introduction of new drugs for patients with glaucoma. His next assignment took him to Fort Worth, Texas, where he established the Hospital Accounts group. Murphy set up an organization that focused on the academic institutions in

ophthalmology and optometry, as well as the large teaching hospitals, including the VA and Military. His team was also responsible for working with the key opinion leaders in glaucoma and ocular surface disease. "It was very fulfilling to be able to work with, consult, and learn from many of the leaders in our field."

In 2008, he took on additional challenges when he was reassigned to develop Alcon's sales and marketing best practices in Asia for all three of Alcon's eye care business units—Vision Care, Pharmaceutical and Surgical. "I'd spend two weeks a month in the U.S. and two weeks in India, China, Australia or any country in between," he says. "Asia was a very rapidly growing area for Alcon and the need for improved eye care was tremendous."

Murphy credits his success at Alcon to his teams and their ability to push him up the organization, and not from him pulling them up. "I think it's the same way in an optometry practice," he says. "You can be the best doctor in the world, but if you don't have the people behind you, you're only as strong as your weakest link."

Asked what business advice he could offer to ALLDocs members, Murphy is quick to reply, "When we look at a practice today, we can't just think about the doctor. We have to think about everyone who meets the patient—from the receptionist to the technician to the finance person. The more educated those people are, the stronger the practice."



Rx only

See product instructions for complete wear, care and safety information.

Technical innovation can address many patient needs. Alcon took a fundamentally new approach to achieve breakthrough results with the introduction of the first and only water gradient contact lens, DAILIES TOTAL 1®. *Read more about it and other Alcon innovations in Part III!*



Best practice



Jack McIntyre, OD

Go with the Flow.

"Go with the flow" says Jack McIntyre, OD, Doctors McIntyre and Garza, Corpus Christi, Texas. Want to grow your practice? One of the first things to evaluate is your patient flow. Get together with your staff and follow the typical patient from the time they step into your practice to the time they leave. I start dilating the patient at the beginning of the pre-test. Most doctors do it at the end of the exam. That means that the patient has to wait, then be squeezed back into the doctor's schedule. It's a flow killer. By achieving a good mid-dilation at the pre-test, the doctor can do the examination and, if a full dilation is required, fine. But otherwise the patients are on their way. For most patients, when the doctor is done, the patient is done.



SAMPLE CLOSET

Looking to get samples of the latest optometric drugs? Try these sources:

Bausch + Lomb
MySampleCloset.com

Allergan Eye Care
<http://www.allerganoptometry.com/contact-us/>

Alcon
1.800.451.3937 (push Option 2)



PROFILE

Dr. Robert Goldberg's passion



Robert Goldberg, OD
Eastside Optometric, New York City

While some people may be born with optometry in their blood, it was not Dr. Robert Goldberg's first choice. His lifelong dream was to become an opera singer. "I had this passion for opera singing," Goldberg says. He entered college as a music major and took vocal lessons in New York and Italy, but soon realized that his dream might need a back-up plan.

"I panicked when I saw the talent there," he recalls. "I didn't want to end up teaching music." He pursued optometry because his father had been an optometrist and he thought it would be a good fallback. It turned out to be a wise decision. As his singing career faded, unlike many of his peers who ended up waiting tables, he was spared that fate thanks to a degree from the Southern California College of Optometry.

"Although my singing career didn't pan out, I still feel fortunate I have a rewarding career," he says.

He did have his moments of glory. He sang the national anthem at Madison Square Garden and at Anaheim Stadium in California before sporting events. On a loftier note, he performed opera and Broadway show tunes at the Carnegie Recital Hall and The Town Hall in New York City.

Today, Rob runs a successful optometry practice in Manhattan where he lives happily with his girlfriend, Janet, and their pet turtle, Turt. During the weekends he plays softball or football, depending upon the season, and also enjoys digital photography.

"I really enjoy running my own practice. It's rewarding caring for patients and being responsible for preserving their most precious sense—their vision."



GALLERY



Gala Event

Dr. Steven Lutz, Dr. Kerry Gelb, Dr. Dale Stein, Dr. Judy Schaffer, Dr. Richard Hults, Dr. Bill Fox and Mary Loranger



Cancun Nightlife

Dr. Toshiya Arciaga, Dr. Doug Kiefer and an ALLDocs Guest



Beach Bums

Standing: Dr. Rick Solomon
Seated: Tom Nicholson, Dr. Daraius Unwalla, Dr. Harvard Sylvan, Dr. Kevin Goldstein

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