

## ALLDocs Takes Members To New Heights



**PRESIDENT'S DESK**



**Kerry Gelb, OD  
President**

This year's ALLDocs Annual Meeting welcomed members and sponsors to the world famous Broadmoor Resort in Colorado Springs—and our attendees were thrilled to be there.

Nestled at the base of Pikes Peak in the Rocky Mountains, the Broadmoor has more than 100 years of history. Over the decades, the resort has drawn presidents, athletes and movie stars as its guests. Now, the Broadmoor can finally boast having hosted an ALLDocs Annual Meeting.

One of the highlights of the week was a surprise appearance and inspirational talk from Chief Executive Officer of Luxottica Group S.p.A.,

Andrea Guerra, who jetted in from Italy to join us. Luxottica supported our event by flying in a dozen key executives from all across the U.S. and from overseas.

Among the smorgasbord of diverse lectures geared toward the interests of our attendees were journalist Gary Taubes revealing what really makes us fat; Ron Rosedale, MD, exposing how dietary changes can eliminate the effects of diabetes and vascular disease; Mile Brujic, OD, discussing anterior segment diseases; Damian May, PharmD, reviewing Obamacare and its likely effect on us; and Ken Zierler sharing the success of the ALLDocs Contact Lens Initiative, introducing its expansion and the launching of the new ALLDocs Annual Eye Exam program.

Other speakers included Dorothy Hitchmoth, OD; Craig Thomas, OD; Harvey Dubiner, MD; Doug Devries, OD; and Bruce Kidd, Senior Vice President of Business Development for Walker Information.



**GALLERY**



**Everything in Common**

Dr. Ron Rosedale and Dr. Kerry Gelb discuss their passion for optimal health and nutrition outside the lecture hall.



**Welcome to Our Dazzling, New Sponsor**

Drs. Randy North, Richard Hults and Rich Winnick join Maui Jim's David Burch at the ALLDocs Sponsor Fair.



**He Loves Eyes and ALLDocs**

New President, Eric Anderson, presents LensCrafters' new vision for the future.

**Left:** ALLDocs and the OAC (Optometric Advisory Council) gather to discuss business.





# ALLDocs Takes Members To New Heights

CONTINUED

Members also participated in two nights of Sponsor Fairs, where they could peruse the latest ocular technology, equipment, contact lenses, supplements, pharmaceuticals and practice management software with colleagues. Every one of our more than 25 sponsors had a booth there. We are grateful to those sponsors for supporting our meeting, led by Diamond Sponsor CooperVision, Premium Platinum Sponsor Alcon, and Platinum Sponsors Abbott Medical Optics, Vistakon and ABB Optical Group. Our Gold Sponsors included Bausch + Lomb and our newest sponsor, Maui Jim.



### Hey Abbott!

Dr. Darius Unwalla, Darien Nastro and Dr. Sean Claffie join Rodger Brunner at the AMO booth.

Stay tuned for next year's annual meeting, October 12-17, at the Marriott Marco Island Resort and Spa off the coast of Southwest Florida. The resort holds both the prestigious AAA Five-Diamond and Forbes Travel Guide Five-Star awards.

If you haven't registered yet for next year's ALLDocs Annual Meeting, visit us on the web at [www.alldocsod.com](http://www.alldocsod.com) or contact Heather Kreidler at [hkreidler@foxeyecare.com](mailto:hkreidler@foxeyecare.com) to reserve your space. Take advantage of this exciting opportunity to network with your peers at this exclusive resort.



### ALLDocs Gatekeepers

The always-smiling David and Heather Kreidler, gatekeepers at the ALLDocs registration station.

Another highlight of the week was the group trek we all made on the Pikes Peak Cog Railway to the summit of the 14,114-foot lookout. Located in the center of Colorado, it offered a breathtaking view of mountains and valleys in all directions including Kansas. Other members ventured out to the Garden of the Gods or shopping in the Old Colorado City historic district in Colorado Springs.

On the last night of our meeting, everyone was transported out to the spectacular Cheyenne Lodge, which featured handlers displaying local wildlife. Inside, LensCrafters' new President (and lead vocalist) Eric Anderson and his Luxottica Band rocked the ballroom with dancing and showed enormous restraint by not ending the evening with a display of vintage on-stage guitar smashing.

Our flawlessly orchestrated meeting was organized by Dr. Richard and Barbara Hults, who met with resort staff to pin down every detail of event planning and execution. They will be happy to know that they received rave reviews. Everybody agreed that this was one of the best meetings we've ever had. The facility was magnificent, the weather was amazing, the lectures were engrossing and the activities were great fun.

# Best Practice

## A Growing Practice Is Built on Happy Patients

Increased patient traffic and improved exam productivity have major impacts on practice revenue. In fact, a 2009 study found that, on average, 52% of a practice's gross revenues come from exam fees alone.<sup>1</sup> You want to be able to provide patients with such an experience that they're going to invest more in your clinic.

Increasing patient traffic through referrals is often as simple as delivering excellent service and the healthiest products. This can be especially true for contact lens patients. A survey of 1086 patients found that those who are happy in their contact lenses are nearly two times more likely to recommend their eye doctor than those who are unhappy in their lenses.<sup>2</sup>

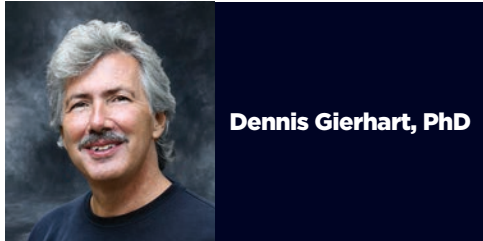
A proven method to achieve satisfaction is to use a product with consistently successful results. When you use a product that you know is going to work time and time again, it cuts your chair time down and it's easier for you and your staff to address the patient's comfort needs, while also prescribing a contact lens that meets your criteria for ocular health.

Earlier this year, **VISTAKON**® Division of Johnson and Johnson Vision Care, Inc. introduced its new **1-DAY ACUVUE® TruEye®** Brand Contact Lenses (nafilcon A), a contact lens that satisfies both needs. Designed, developed and clinically researched versus the natural eye, new 1-DAY ACUVUE® TruEye® Brand offers a distinctive balance of properties that enables it to offer exceptional comfort, comparable to a contact lens-free eye.

References: 1. Management & Business Academy; Practice Profile Report, 2009. 2. Data on file. Johnson & Johnson Vision Care, Inc. 2011-2012. ACUVUE® 1-DAY ACUVUE® TruEye® and VISTAKON® are registered trademarks of Johnson & Johnson Vision Care, Inc.



# Preserving Vision in Patients with Diabetes



Dennis Gierhart, PhD

ZeaVision, well known for its reliable QuantifEye® macular pigment measurement device and EyePromise supplements, now has a new supplement for patients with diabetes. EyePromise® Diabetes Vision Support (DVS) is a supplement specifically formulated to support retinal health by helping maintain the integrity of blood vessels in the eye.

“This is the first multi-component nutritional supplement specifically formulated for and tested in diabetes,” says researcher A. Paul Chous, MA, OD, FAAO. “I have had remarkable results using several of the key constituents in my patients with diabetic retinopathy the last 10 years, and am excited to have a convenient and science-based product that supports eye health for patients, including myself, with diabetes.”

Diabetes affects 25 million people in the U.S., and is now the leading cause of new cases of blindness among adults 20 to 74 years in age. During eye exams, optometrists are often the first to identify signs of this disease.



One study conducted by Wayne State University School of Medicine in Detroit found that supplementation with the new EyePromise DVS formula prevented or normalized diabetes-induced retinal dysfunction in diabetic animals.<sup>1</sup> A current trial with human subjects suggests similar results.<sup>2</sup>

“ZeaVision has been developing EyePromise DVS for more than two years,” says Dennis Gierhart, PhD, Chief Science Officer. “Based on preliminary findings, a controlled trial with more than 50 people with diabetes may soon be unmasked so placebo patients can switch over to the study drug to receive benefit.”

EyePromise DVS contains zeaxanthin, lutein, vitamin C, vitamin D<sub>3</sub>, vitamin E, zinc, fish oil, alpha lipoic acid, coenzyme Q-10, mixed tocotrienols, tocopherols and a proprietary blend of benfotiamine, N-acetyl cysteine, grape seed extract, resveratrol, turmeric root extract, green tea leaf and pycnogenol.

“ZeaVision is passionate about prevention,” Dr. Gierhart adds. “EyePromise DVS was developed to help people with diabetes preserve their vision. Now optometrists can not only provide a diagnosis for patients at risk for losing their vision, but also provide them with a unique supplement that helps support retinal health.”

Read more: <http://www.eyepromise.com/all-natural-eye-vitamins/eyepromise-dvs/>

**References:** 1. Kowluru RA, Zhong Q, Santos JM, et al. Potential beneficial effects of carotenoids on diabetic retinopathy. Posters session presented at: The Association for Research in Vision and Ophthalmology Annual Meeting; 2013 May 5-9; Seattle, Washington. 2. Chous AP, Haynie JM. Diabetes visual function supplement study (DIVFuSS). ClinicalTrials.gov Web site. <http://clinicaltrials.gov/ct2/show/NCT01646047?term=NCT01646047&rank=1>. Accessed September 20, 2013.



# Giving Back



Doug Kiefer, OD

## Seeing Yourself Through the World

During more than 20 years as a OneSight volunteer, Doug Kiefer, OD, Loveland, Colorado, has traveled down many a winding road in the Americas, Asia, Europe and Africa.

“In Gambia, we are training villagers to do eye screenings and identify basic diseases,” says Dr. Kiefer, who also serves as chairman, OneSight Doctors Advisory Panel. That’s because Gambia is a country of 1.8 million people and only one optometrist.

“I’ve learned from OneSight that people are the same in every culture around the world. We want the best for our kids. We’re hoping for a better life. It’s broken down many of my personal barriers.”

In one clinic, “in the middle of nowhere, Africa,” patients quietly waited for him in an unlit room. When he entered, hundreds swarmed around him.

“It struck me how desperate people are for eye care. In some places, if it wasn’t for OneSight, there’d be no eye care at all.”

Kiefer is grateful. “Any time you step outside your comfort zone, it’s a chance to see what you’re made of. Everyone should try at least one clinic. It’s a gift that any doctor can receive if they’re willing to commit to it.”





# Market Trends: From Gray to ACA



Paul Soik

## An Exclusive Interview with CooperVision's Paul Soik

"My philosophy, and CooperVision's philosophy as well, is that the doctor comes first. The doctor is the engine that drives this industry," says Wisconsin native Paul Soik, Interim President, CooperVision, Inc. The 27-year veteran of the eye-care industry began in sales and has risen to senior-level management, working with leading companies such as Bausch + Lomb, Ocular Sciences and CooperVision.

Soik says that CooperVision values its long-standing partnership with ALLDocs. "Everyone at ALLDocs shares their ideas and is ahead of the curve in best practices. The ALLDocs Contact Lens Initiative, in particular, is ahead of its time. It's very important that doctors hang on to the patients that are in their offices. Members benefit from these programs. We've observed that when people join ALLDocs, their overall business increases."

Soik shares doctors' concerns about the Gray Market. "We're putting procedures in place to curb the

Gray Market from selling back to the U.S. We want to ensure that patients are under the care of eye-care practitioners."

These days, his main focus is on the Affordable Care Act (ACA). "The intent of the act is to get more people coverage and lower the cost of services," he says. "We need to look ahead and determine how we can participate in that. Under the ACA, pediatric patients will receive a free eye exam. That means more people entering the marketplace. On the other hand, both manufacturers and doctors may get squeezed in reimbursement." Smaller profit margins, he says, will require more efficient office practices and better communication with patients.

Looking to growth trends, he points to daily lenses. "CooperVision has a new silicon daily in Europe that, in mid-2014, will launch in the U.S. We're investing heavily in the one-day market because we think it's going to continue to grow. There's also room for monthly and two-week contact lenses. We offer doctors a choice of one-day, monthly or two-week modalities—whatever the doctor feels is best for their patients."

CooperVision also accommodates a wide range of prescriptions, providing even visually disabled patients with the option to wear contacts. "We provide over 12 million SKUs and we feel we can fit almost anyone who walks into your office. We'll be expanding this into the Biofinity line this fall with Biofinity XR."



# Create a Spectacle



## An Artist's Vision

Seeking a creative touch for your office? Alaskan artist Frances Scholz specializes in handcrafting tables, mirrors, wall hangings and yard sculptures—all in the shape of oversized spectacles.

See more by visiting her website at [www.francesescholz.com](http://www.francesescholz.com) or contact her at [fleescholz@hotmail.com](mailto:fleescholz@hotmail.com) or by calling 907.349.1893.

# Eye Openers!

## 100%

Everyone is color blind at birth.

Source: <http://www.eophtha.com/eophtha/amazingeye.html>

## 19%

Growth of daily disposables in the U.S. market, comparing 2012 to 2011.

Source: Contact Lens Spectrum at <http://www.clspectrum.com/articleviewer.aspx?articleID=107853>

# Insights

"The best vision is insight."

—Malcolm Forbes

## New "Drive-Thru" Optical

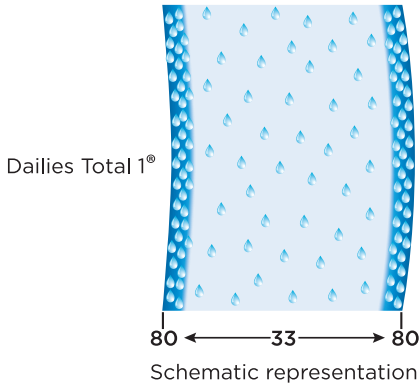
An 86-year-old woman drove into the offices of ALLDocs members Steve Girisgen, OD, and Ken Kopolow, OD, at the Nellis Pearle Vision in Las Vegas last September, taking out the entire front of the store, including fixtures and work stations. Fortunately, no one was hurt. When the dust settled and the elderly driver was asked if she was okay, she responded by asking if she could still have her eyes examined!





# Novel Water Gradient Lens Material

Neil Pence OD, FAAO



The introduction of a new daily disposable contact lens may signal the need for a new category of lens material. The Dailies Total 1<sup>®</sup> contact lens (Alcon), which was launched in various European markets during the past year, is the first water gradient soft contact lens. What's unique about this lens is that the water content is not constant throughout the lens, but rather it changes from the main body or core of the lens to the surface. Here's a brief overview of the key characteristics of this material and the water gradient phenomenon.

### Novel Water Content Properties

Dailies Total 1<sup>®</sup> lenses are manufactured from a new material, defelilcon A, using a modification of Alcon's Lightstream Technology, the manufacturing process used to produce the Dailies Aqua Comfort Plus daily disposable contact lens. At the core of the Dailies Total 1<sup>®</sup> contact lens, which comprises just over 90 percent of the lens, is a silicone hydrogel material with a water content of 33 percent. The surface of the lens is designed with a water content of over 80 percent. The change in water content and lens structure occurs fairly rapidly in the outer 5 percent of the lens on both sides or surfaces.

Oxygen transmissibility, lens modulus or stiffness and the resultant effect on handling, and the lens fitting

characteristics are properties determined by the core of a contact lens. With its 33 percent water content core, the Dailies Total 1<sup>®</sup> lens has the highest oxygen transmissibility of any daily disposable lens on the market. It has a Dk of 140 and a Dk/t of 156 for a -3.00D lens with a center thickness of 0.09 mm.

Wettability, lubricity or low coefficient of friction, the ability to resist deposits or soiling and overall biocompatibility with the ocular surfaces are key characteristics of a contact lens surface. A water content of over 80 percent at the surface should result in a wettable, lubricious lens.

### Winning Combination

With U.S. Food and Drug Administration clearance secured, 2013 has seen the introduction of Dailies Total 1<sup>®</sup> lenses in the United States. The advent of this novel new contact lens material with gradient water content properties and its benefits had been eagerly awaited. The high oxygen transmission of a silicone hydrogel lens with the surface advantages of a high water content at the surface should be a winning combination for an ever-growing number of patients wearing daily disposable contact lenses.

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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<sup>®</sup>.



# As I See It



Dale Stein, OD

### Using Patient Education to Build Relationships

Having the doctor personally review proper lens care with patients, while the trial contact lenses are settling on their eyes, demonstrates to the patient the importance of proper care. It also can ultimately prevent potential eye infections and can increase contact lens comfort. Equally as important, this interaction offers the opportunity to get to better know patients and bond with them.

Together, we review the following points at each exam and I note it on their charts:

1. Rub and rinse contact lenses with the recommended multipurpose solution, immediately after removal.
2. Never rinse your contact lens case, or your contacts, with tap water. Rinse your case only with your multipurpose solution. Rinse your case at least weekly.
3. Do not top off your solution. Empty your case upon insertion. Topping off is the second leading cause of eye infections among contact lens wearers.
4. Air dry the case when your contact lenses are being worn.
5. Never sleep with your contact lenses unless this has been approved by your doctor. Sleeping overnight in contact lenses which are not meant to be slept in is the leading cause of contact lens-related eye infections.
6. Review and reinforce the importance of the patient's contact lens replacement schedule.
7. Replace your contact lens case at least every one to three months.
8. Use only the solution that I recommend. Its disinfection and wettability are superior to those of generic solutions. I note the recommended solution in the chart.



# Pursuing a Career that Pays Forward



Joe Watson, OD

When Joe Watson was growing up in northern California, he struggled in school. “The school psychologist evaluated me in second grade and told my parents, with me in the room, that I was neurologically impaired and would never make it past eighth grade,” Watson recalls.

But his parents simply rejected that assessment and traveled to southern California to see a vision therapist named Emily Lyons. “My eyes didn’t work well together,” Watson says. “When I focused on a page, it took so much energy to make the words clear that I had no idea what I was reading.”

Emily Lyons successfully treated his disability and inspired him to pursue optometry as a career. When he graduated from the Southern California College of Optometry, Lyons stood proudly in the audience. After graduation, he had many friends who

lived in the Midwest and that influenced him to practice in Minnesota.

“Minnesota was early into managed care, so we had to incorporate insurance into our business practices long before doctors in other states,” he says. Watson then joined the board of Minnesota Optometric Association in 1994 and eventually was elected president. He also served as president of ALLDocs from 1992 through 1995.

“Managed care has been good for optometry because it puts us on the same playing field as ophthalmologists. Eight years ago, one out of every 100 patients were medical visits. Today, I see three patients a day, billing an extra \$300 a day.”

Over the past 26 years, Watson has treated many types of patients including young children with vision disabilities. Whenever he encounters the latter, he sends them directly to a vision therapist, just like his parents did many years ago.

“It’s nice when you are able to help someone,” he says. “Vision is very important to nearly every aspect of life, and patients appreciate that.”

### Surf with the ODs

Enjoy full access to the ALLDocs website at [www.alldocsod.com](http://www.alldocsod.com). Take advantage of the videos, webinars, newsletters and more. To receive your user name and password, email Heather at [hkreibler@foxyeyecare.com](mailto:hkreibler@foxyeyecare.com) or call 919.763.7522 or 919.263.2020 to sign up.

### THANK YOU TO OUR SPONSORS



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CooperVision™



### Training Day

ALLDocs members ventured out on the famous Pikes Peak Cog Railway for a scenic three-hour, round-trip tour to the summit of the 14,000-foot mountain.



### A Rocky Mountain “Hi”

Over 75 ALLDocs traveled in style on the Pikes Peak Cog Railway. That’s a lot of backseat drivers!



### They Love the Nightlife

Dr. Richard Hults greets Theresa Pensick, Dr. Rich Winnick and Bob Scott at the ALLDocs welcome reception.



### ALLDocs

Heather Kreidler  
3509 Haworth Drive  
Suite 208  
Raleigh, NC 27609  
[hkreibler@foxyeyecare.com](mailto:hkreibler@foxyeyecare.com)