



# The ALLDOCS Newsletter

September 2003

Rx Therapeutics for Practice Growth

## Detecting Optic Nerve Damage Early

### O.D. finds Heidelberg HRT II aids diagnosis, management

**B**rian Berliner, O.D., brought the Heidelberg HRT II into his Huntington, NY office less than two years ago. Now he marvels at how



Dr. Berliner

he used to diagnose and manage glaucoma patients. "The Heidelberg identifies changes to the optic nerve about five years before they would manifest with a visual field test." As a result, he is able to start treatment earlier for these patients and perform more sophisticated eye exams for patients who have a suspicion of optic nerve disease.

When the system was installed, Heidelberg trained Dr. Berliner and the staff—who began using it the next day. They use it about once a day or 30 times per month. As a result, fees associated with the test cover the cost of the HRT on a monthly basis. Dr. Berliner points out that the number of uses will grow. "It's an instrument that gets used on a repeat basis. If I have 10 new patients this month, I'll also have the 10 from last year who are coming in to have the test done yearly."

Dr. Berliner said he has also become a more astute observer of the optic nerve. "When I

look into the eye and look at the optic nerve and take measurements, I compare it to the printout from the test. That exercise has trained me to become a better observer."

Dr. Berliner is considering adding a table and base in his second office. The HRT camera and laser scanner are small enough to be portable. That way, he can expand the use of the system to

more patients. With his glaucoma patients, Dr. Berliner is most likely to reach for TRAVATAN®. "It's my drug of first choice. It's the most efficacious drug with the least side effects." ■



## VIGAMOX™ Delivers TKO Punch

*Fourth generation fluoroquinolone safe and effective for adults and children*

**A**lcon's new fourth generation fluoroquinolone VIGAMOX (moxifloxacin HCl ophthalmic solution), 0.5% as base, offers new advantages in the world of ocular antibiotics. As resistance continues to develop to second and third generation products, VIGAMOX offers increased potency with superior coverage of gram-positive organisms, better tolerability and more convenient dosing. A methoxy group at the C8 position on the molecule gives VIGAMOX balanced activity against DNA

Gyrase (topoisomerase II), the primary target in gram-negative bacteria, and topoisomerase IV, the primary target in gram-positive bacteria. Earlier generation products targeted one enzyme or the other, but not both, creating an opportunity for the untargeted enzyme to mutate and develop resistance to the antibiotic. For bacteria to develop resistance to a fourth generation fluoroquinolone, a simultaneous, double mutation must occur at both sites at the exact same moment. Such a mutation has less than a one in 10 trillion chance of occurring with VIGAMOX, said Jay Stark, Product Manager for



*Continued on page 3*

## Digital Scanner Improves Profit, Patient Flow

**N**ow that **Wayne Goldschneider, O.D.**, has an Optos retinal scanner in two of his four New Jersey offices, he wonders how he had lived without them. "They basically replace the need for dilated exams. They provide us with an enhanced view of the entire retina without the need to dilate the patient, which leads to advantages for us and the patient."

The technician-driven test takes about 1/4 second per image and uses a dull flash. "There's no discomfort for the patient and no side



**Dr. Goldschneider**

effects," Dr. Goldschneider said. The system is networked with exam room monitors, so patients see the image up on screen when they come in.

The acceptance rate has been tremendous, said Dr. Goldschneider.

In the Deptford office, where the system has been in place for nearly a year, acceptance is 60 percent. "With retinal photography, we were never up over 40 percent." In the Toms River office, where the system was introduced in July, the acceptance rate is even higher. "The staff is

trained to explain the procedure," and Optos provided a continuous video loop that runs in the reception area.

Return on investment was nearly instantaneous, noted Dr. Goldschneider, because Optos uses a pay-as-you-use system. Dr. Goldschneider estimates the tests added about \$4,000 per month in the first 10 months of using the system. Plus, it's been a practice builder. ■



## Letter From The President

**T**he plans for our annual meeting in Cancun are shaping up beautifully. We anticipate our largest group ever—thanks in part to the irresistible lure of Cancun, the first class accommodations of the Ritz-Carlton and the stellar program including at least nine hours of CE. We're proud to announce new sponsors: Optos, Heidelberg and Saulflon, a British contact lens and solution company. In addition, many sponsors

have been supporting our program for years: Alcon, our good friend which sponsors this newsletter and CE; AMO; Art Optical; Bausch & Lomb; CIBA Vision; Cooper; Ocular Sciences; Paragon; Vistakon; and X-Cel. LensCrafters executives will also be on hand for a Q&A with leaseholders.

In total, O.D.s attending the event can earn many hours of CE, as some vendors are substituting CE courses for their regular presentations. Alcon is sponsoring the opening four hours of CE, presented by Dr. Barry Eiden. I got to know



**Dr. Gelb**

Dr. Eiden when I taught at SUNY—and can assure everyone his presentation will be informative and interesting.

Finally, as our final agenda shows, we listened to those of you who provided feedback on last year's meeting. You asked for more disease-oriented CE—you got it. You asked for more group activities—we're planning an outing to the amazing Xcaret National Ecological Park. You asked for more free time to enjoy the surroundings—it's yours.

Please help make this our strongest meeting ever. The rest of the ALLDocs board and I look forward to seeing you there. ■



## "More Effective Eradication"

*Easier dosing, greater potency key attributes*

**I**n the brief time that VIGAMOX has been available, it has already taken on the status of treatment of choice at the Joplin, MO, office of **Lorry W. Lazenby, O.D.** "I like to use it because patients only have to administer it *t.i.d.* for four days, compared to *q.i.d.* for seven or eight days. That means less medication and more effective eradication."

For parents, the easier dosing is a blessing. Not only does VIGAMOX require fewer struggles with young children, he tells parents, "You're less likely to come back to see me because the problem didn't go away."

Dr. Lazenby has seen no complications or side effects. "Since patients use it less, there is less likelihood of irritation. Because it's BAK-free, there are no preservative-related sensitivities."

Dr. Lazenby has made the medication his treatment of choice for post-cataract and post-LASIK surgical patients. ■

## PHMB-Free: Benefit For The Ocular Surface

**O**PTI-FREE® EXPRESS® MPDS NO RUB™ Lasting Comfort Formula is PHMB-free. Several recent studies of soft contact lenses wearers showed that those using a PHMB-free product had significantly less corneal staining than patients using a product with PHMB. However, patients with more corneal staining had no greater comfort complaints. Researchers concluded that clinicians should not rely solely on complaints about comfort to determine solution toxicity. Solution toxicity,



by potentially damaging the ocular surface, could lead to dry eye and other problems.

**Kerry Gelb, O.D.**, said the PHMB-free aspect is another reason for O.D.s

to recommend the solution to patients. "Patients rely on their practitioners for the latest developments. Most would happily switch brands—or stay loyal to one brand—if they knew there were clinical reasons behind our recommendation," he said. He encouraged ALLDocs members to

contact their Alcon medical sales representatives for samples. ■

### Super Size It

**A**lcon has produced two oversized display items to help create awareness of OPTI-FREE EXPRESS. Dr. Gelb recently added both the "fake" display of nine OPTI-FREE EXPRESS starter kits and the 17" tall carton to his front office. "When OPTI-FREE EXPRESS is seen as the main product on display in my office, it creates awareness that this is the brand I recommend," Dr. Gelb said. Contact Alcon customer service at 800.451.3937 and ask for your local representative to provide these items based on your individual office needs. ■

### VIGAMOX

Continued from page 1

#### Anti-Infectives at Alcon.

In addition, the VIGAMOX molecule has a bicyclic side chain at the C7 position that inhibits the cell's efflux mechanism that allows the bacteria to pump out the antibiotic. This unique attribute further increases potency by extending the drug's length of stay inside the bacteria and further decreases the likelihood of resistance.

With all of these benefits and unique product attributes, VIGAMOX "offers significant advantages over any other currently available ocular antibiotic," Stark said. "The experts are saying that due to its unique mechanism of action, it's not one to hold in reserve."

Contact your Alcon medical sales representative for samples of VIGAMOX. ■

## Thanks, LensCrafters, For The Vote Of Confidence

By **Stephen J. Fanning, President and CEO, Ocular Sciences**

**L**ensCrafters has named Ocular Sciences as its Contact Lens Vendor of the Year for 2002, in their employed doctor and modified sublease locations. Ocular's two-week spherical disposable and torics marketed under the Versaflex® brand are designated "products of choice." The selection of the award recipient was based on numerous criteria including superior product, product value and outstanding customer service and support. This is the second consecutive year that Ocular has been honored with this award, and we are very proud of it.

This award further underscores our commitment to developing high-quality, innovative products while maintaining strong relationships with our retailers by delivering the best possible cus-

tomers care and marketing resources to them. For more than 10 years, LensCrafters has been an important customer for Ocular. One of our top initiatives is to continue to strengthen our strategic relationships with LensCrafters and other important customers, and as we do so, we will remain focused on incorporating further improvements to our sales process.

Ocular Sciences is also an active supporter of the ALLDocs. OSI's products are available via direct order or through the LensCrafters Advantage Program. LensCrafters Advantage Administrative Fees are waived for all OSI and Sunsoft purchases. Ocular's broad line of high-quality, competitively-priced soft contact lenses are manufactured with unique technology that offers exceptional handling, comfort and visual acuity. For product information or assistance, please call 800.972.6724, ext. 5054. ■



Stephen Fanning



## Dr. Barry Eiden To Present CE In Cancun

**B**arry Eiden, O.D., F.A.A.O., of Deerfield, IL, will present four hours of continuing education at the ALLDocs meeting in Cancun. The sessions are sponsored by Alcon. Dr. Eiden will present three hours on glaucoma and one hour on Wavefront.

Dr. Eiden has extensive experience in primary eye care, ocular disease management, refractive surgery care, corneal refractive therapy (CRT) and contact lenses. As a research consultant for many contact



Dr. Eiden

lens manufacturers, Dr. Eiden is considered both an authority and an innovator in the area of contact lenses and contact lens customization. He is a well-known lecturer and has been published in many scientific journals.

Dr. Eiden is the President and Medical Director of North Suburban Vision Consultant, Ltd., and an assistant clinical professor at the University of Illinois, Chicago, Department of Ophthalmology, cornea and contact lens service. ■

### Reserve Now!

**S**pecial rates have been negotiated by ALLDocs for rooms at the Ritz-Carlton-Cancun (800.241.3333) and the J.W. Marriott at Cancun (800.223.6388). Ask for the LensCrafters Drs. Association rate. Also let Dr. Gander know you are registering. Anyone who needs to cancel a room reservation after that date should call Dr. Gander before doing so. He may know of someone waiting for a room. Call Dr. Gander at 206.364.2273. ■

## Fun And Learning In The Sun

**T**here's still time to reserve a spot for the ALLDocs Annual Meeting to be held at the Ritz-Carlton-Cancun, Nov. 2-6. Highlights of the meeting include at least nine hours of CE as well as a group outing to the Xcaret National Ecological Park.

### ◆ Sunday, Nov. 2

2 - 6 p.m.: Dr. Barry Eiden presenting four hours of COPE-approved CE; sponsored by Alcon  
6:30 - 9 p.m.: Reception/buffet

### ◆ Monday, Nov. 3

8 a.m. - noon: Sponsor presentations  
12:30 p.m.: Golf or other group activity  
7 - 9 p.m.: Dinner

### ◆ Tuesday, Nov. 4

8 a.m. - noon: Sponsor presentations  
Noon: Lunch  
1 - 4 p.m.: Sponsor presentations  
Evening dinner: TBA

### ◆ Wednesday, Nov. 5

8 a.m. - noon: Sponsor presentations/focus groups  
Afternoon group activity: Outing to Xcaret National Ecological Park  
Dinner: Off-site

### ◆ Thursday, Nov. 6

9 a.m. - 11 a.m.: LensCrafters Executives Q&A  
11 a.m. - noon: ALLDocs business meeting  
12:01: Departures

#### NOTES:

This tentative agenda is for planning purposes only. Events are subject to change.

Monday - Thursday 7 a.m. breakfasts are for leaseholders only. Please make arrangements for childcare as group dinners are for adults only. ■

