

Last Chance to Sign Up for the Annual Meeting!



PRESIDENT'S DESK



**Kerry Gelb, OD
President**

ALLDocs members will soon converge on Colorado Springs—often called the “Gateway to the West”—for our annual meeting, September 22-27. This year, the meeting will be held at the spectacularly beautiful and historic Broadmoor resort.

We’ve assembled an impressive lineup of speakers covering such topics as cutting-edge eye-care technology, diagnosis and prevention of diabetes, how to successfully market your practice and how to land on your feet in the era of Obamacare.

Plus, every doctor will receive the new **Annual Eye Exam Kit**. Those who did not receive a Contact Lens Initiative Kit last year will get one this year!

After the lectures, there will be plenty of networking time where

you can exchange ideas and practice tips with your colleagues. Step outside to enjoy free time at Broadmoor’s 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. The surrounding area also offers picturesque mountains, streams and canyons that can be explored via a ride on the Cog Train to Pikes Peak, a visit to the Garden of the Gods sandstone formations, a tour of Glen Eyrie Castle or local shopping.

Colorado Springs was originally a small mining town, but now counts itself as one of the top destinations in the U.S. for vacations and conferences due to its picturesque mountain backdrop, 300 days of sunshine and friendly locals. The Broadmoor is the longest-running consecutive winner of both the AAA Five-Diamond and Forbes Travel Guide Five-Star awards.

If you haven’t registered yet for this year’s annual meeting, visit us at **www.ALLDocsOD.com** to reserve your space. Take advantage of this exciting opportunity to network with your peers at the Gateway to the West.



EDUCATION

Speakers Bureau

We Have a Great Lineup of Lecturers



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.



Dr. Ron Rosedale, MD

Author of *The Rosedale Diet*, will speak on “The Impact of Diet and Lifestyle on Preventing and Reversing Diabetes.” Dr. Rosedale is an internationally known expert in nutritional and metabolic medicine.



Dr. Mile Brujic, OD

Owner of Premier Vision Group, Dr. Brujic will speak on “Anterior Segment Grand Rounds Including CRT.” He is on the editorial board for *Optometry Times* and a clinical examiner for the National Board of Examiners in Optometry.



Dr. Damian May, PharmD

Senior Director of Strategy & Professional Development at Vistakon, Dr. May will discuss “Surviving Obamacare.” He has held positions with various healthcare companies focusing on health economics, sales operations, third-party reimbursement, outcomes research and market access.



Ken Zierler

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





Connecting Science and Medicine



Ron Rosedale, MD

Ron Rosedale, MD, has always had a questioning nature. “I guess I’m just not easily persuaded about anything,” he says, “Even as a child, I didn’t necessarily believe that what I was told was correct. I always had to find out for myself.”

That inquisitive nature is what led the internationally known expert on nutritional and metabolic medicine to follow his own path.

He was drawn to study nutrition and metabolism because he felt that they offered the best answers to healthcare questions. “If there was a drug to use that worked better, I would have used it,” Dr. Rosedale says. “I learned I could get to a much better and more basic treatment of disease with nutrition than with any combination of drugs or surgery.”

Dr. Rosedale was the first physician almost two decades ago to recommend a high-fat, low-carbohydrate, and specifically not high-protein diet to reverse diabetes and cardiovascular disease. He then also introduced the concepts of glycemic index and LDL particle size and was the first to introduce the highly important but little-known hormone, leptin, in his book, *The Rosedale Diet*.

More recently, he has spoken at major medical conferences about an even lesser-known, though crucial regulatory enzyme called mTOR that is powerfully connected to protein intake, cancer and even the rate of aging.

What he finds most rewarding about medicine is linking deep biological science with health and treatment. “There’s a big disconnect between science and medicine and what I’m able to do is link the two,” he says. “Medicine right now is really controlled by large corporations whose major motivation is profit. Health and profit are almost antagonistic to each other. You don’t make money off of healthy persons.”

He points out that there are two areas of medicine. “One is critical care and ER, which does a miraculous job. Then there’s the treatment of chronic disease, and that’s where medicine does an atrocious job.”

When asked why his diet sometimes draws controversy, he replies “Because it is exactly the opposite of what doctors have been teaching for over half a century, which is to eat a high-carb, low-fat diet. We should do the opposite. Doctors don’t want to admit that they have been so wrong, dead wrong, for so long.”

As I See It



Dale Stein, OD

Practice Tip

When fitting daily spherical disposable contact lenses, assuming corneal curvature is similar, try a different lens brand on each eye. If fit, vision and comfort are good, give the patient trials from both brands, with instructions to wear one brand for several days, and then the other. Instruct the patient to wear the pair they prefer for their follow up visit. By offering a choice, this strategy improves patient satisfaction.

A similar strategy also works well when fitting multifocal lenses. Give the patient the ideal pair resulting from the trial fit in a case marked #1. Then offer a second lens of the same design for one eye, or a second pair, skewed a little more towards better near or better distance vision (based on the patient’s expressed needs). Put these in a case marked #2. Instruct the patient to wear the pair they prefer for their follow up visit. This often reduces chair time, should there be a complaint with the first pair, by eliminating the need for an additional visit. And again, this can improve overall patient satisfaction.

New Sponsor!

Welcome National Healthcare Collections—providing ALLDocs nationwide with professional collections on delinquent accounts at no fee unless they collect. Visit www.nationalcollections.net or contact Paul Rymer, President, at 636.579.9206.



Macular Densitometer® Helps in Fight Against AMD and Poor Vision

The Macular Densitometer® gives eyecare providers a powerful tool to detect risk of Age-Related Macular Degeneration (AMD) and impaired visual performance. The Macular Densitometer®, by Eye Solutions Technologies LLC, utilizes proprietary technology that, to date, has been reserved exclusively for elite research institutions.

“The Macular Densitometer® is used in over 50 major research institutions including the National Eye Institute and Harvard,” says Greg Naes, CEO of Eye Solutions Technologies, LLC. “This technology is validated with 16 years of institutional utilization and is now available in a compact, desktop instrument that fits well into today’s clinical environment.”



Detection and Treatment

Patients with low macular pigment typically benefit from supplementation. MacuHealth®, a patented combination of lutein, zeaxanthin and meso-zeaxanthin, is a supplement proven through major peer-reviewed science to improve daily vision including contrast, acuity, glare and photo-stress recovery.

“We have been pleased with our switch to the Macular Densitometer and MacuHealth® supplement. As doctors, this allows us to make the most accurate clinical recommendations based on validation by the highest-level research institutions. Combining this measurement with MacuHealth® gives our patients the very best in risk detection, visual performance and long-term, eye-health protection.”—Kerry Gelb, OD and Jeffrey Case, OD

“Nine months ago we set out to find a more accurate and repeatable measuring device for macular pigment. We found that in the Macular Densitometer®, then we moved to the MacuHealth® supplement. Our patients love MacuHealth’s simple once-a-day dosing and our team now has confidence we are giving the best in visual improvement and protection to our patients. Eye Solutions made our conversion easy, and through working together, we are on track to generate just over \$57,000 in private-pay revenue using these great technologies.”—Robert Goldberg, OD

Doctors can accurately identify patients with low macular pigment using the Macular Densitometer® and prescribe MacuHealth® to help reduce AMD risk while improving daily vision.

For additional information, contact Eye Solutions Technologies LLC: info@youreyesolutions.com 1.866.704.0845



Giving Back



Gretchen Brewer, OD

Charity Work with Vision

When Gretchen Brewer, OD, of North Wales, Pennsylvania, volunteered with OneSight in Honduras, Costa Rica and, most recently, on an Indian Reservation in Eagle Butte, South Dakota, it thrust her on the front lines of the world vision crisis.

During her two-week Central American missions, her dedicated team saw a daunting 20,000 people each time.

“We saw 1300 children and adults during my week in South Dakota,” she says. “At first glance, it seemed like they didn’t have as great a need for eye care,” Dr. Brewer reflects, “But when you start talking to them you find out, for example, that a family of five is sharing one pair of glasses among them. So you really do observe just as great a need as you see internationally.”

Dr. Brewer explains that there are 733 million people worldwide who suffer from vision loss. Of those, 563 million could have their vision completely restored with a pair of eyeglasses.

“Through OneSight, I experienced what it feels like to restore vision to those in need.



When you put that first pair of glasses on a child who previously couldn’t see, it makes you want to go back and volunteer over and over again.”



WebSystem3 Changes How Las Vegas ODs Do Business

For more than 15 years, Dr. Steve Girisgen and Dr. H. Kenneth Kopolow have provided eye care for the greater Las Vegas area. They now manage practices within six LensCrafters locations and three Pearle Vision centers.

To operate efficiently, the offices use WebSystem3 web-based software for patient communications. With this system, they are able to increase patient retention, generate new patient referrals and maximize the profitability of their practices, according to Chris Moran, sales manager for the doctors' VIP Vision Plan.

"WebSystem3 has affected our business in a number of areas," Moran says. "Reviews are working great for us. We get a ton of them, many of which are being posted online. That really helps our online presence."

He adds that WebSystem3 also provides a cost-efficient way to keep in contact with patients until their next appointment. "We get a lot of online appointments coming from the Recall emails," Moran says. "People get our email, click on the link and request an appointment right there. I like that it gives us three different patient-requested appointment times. That gives us more flexibility with our schedule."

And the Appointment Reminder emails have boosted the number of patients who are rescheduling instead of not showing up.



Steve Girisgen, OD

H. Kenneth Kopolow, OD

Save time and stay top of mind

"We can email or text a patient when their glasses or contacts are ready," Moran says. "Being able to do that saves our staff time." He adds that the WebSystem3 quarterly electronic newsletters help practices keep in touch with patients who normally are only seen once a year. "We can also do email blasts about specials we have or about any other news we want to share."

Even the birthday greetings are helpful. "Many patients write back thanking us for remembering their birthday," Moran notes. "Some say we are the only provider who remembers their special day!"

WebSystem3 offers a free 30-day trial. You can find out more by visiting www.websystem3.com or by calling 916.934.5555.



Mobile App



App Accelerates Your Practice Web Presence

The new mobile UpTempo app allows one-click optometry appointment scheduling, and identifies social media "superusers" so you can accelerate your practice's Web presence.

"People log in using Facebook, Google or the UpTempo system," says Brian Shields, CEO, UPTempo Group, Danville, California.

An email informs the practice about how patients logged in so staff can encourage superusers to "like" the practice on Facebook and write Google reviews. For info: Brian@UpTempogroup.com or 415.425.3467.

Did You Know?

20%
Increased risk of microbial keratitis for patients sleeping overnight with contact lenses vs those who do not, according to a recent Dutch study

Source: Contact Lens Headlines at <http://www.contactlensheadlines.com/7226/dangers-sleeping-contacts/>

19%
Growth of daily disposables in U.S. market, comparing 2012 to 2011

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

"Quarterly Quote"

"I never questioned the integrity of an umpire. Their eyesight, yes."

—Leo Durocher



Two Decades of Perspective in Eye Care: Part II

An Exclusive Interview with Alcon's Jim Murphy



Jim Murphy

In Part I of the series, Jim Murphy, VP and General Manager of Alcon US Vision Care, discussed how he has benefited from working with strong teams during his career. He continues the interview now with a talk about technological innovations in the contact lens industry.

"Between the aging U.S. population and the new focus on vision within healthcare reform, optometry is in a great position to be the primary providers for vision care going forward," says Jim Murphy.

"As people age, the prevalence of eye disease and dysfunction increases. In addition, over 90 percent of the population requires vision correction over the age of 60.¹ These unmet needs will include recognition and diagnosis of dry eye as well as the serious, sight-threatening diseases of glaucoma and age-related macular degeneration," he says.

Technical innovation has also brought about new contact lenses to address the many needs of contact lens patients. One innovation is DAILIES TOTAL 1[®], a water gradient daily disposable contact lens new to the U.S. market this year. DAILIES TOTAL 1[®] contact lenses are a breakthrough innovation that will create a new era in comfort for contact lens wearers.

In fact, 9 out of 10 patients in the clinical trials agreed that DAILIES TOTAL 1[®] contact lenses are so comfortable they didn't feel anything.^{2*}

"We also see an unmet need in the area of multifocal contact lenses," Murphy says. There are people who have never had to wear spectacles in their life before entering presbyopia. Instead of recommending OTC reading glasses, optometrists can now suggest multifocal contact lenses. "This represents a major opportunity for optometrists interested in addressing the needs and quality-of-life issues of their presbyopic patients," Murphy says.

"Today, patients have high expectations for their visual performance based on the advanced optical quality of their large flat-screen digital TVs or the 'retinal image screens' advertised on iPhones[®] and iPads[®]," Murphy observes. "We need to get the word out on how they can also optimize their vision with contact lenses." He says contact lenses have come a long way and that optometrists may be surprised by patient responses to the latest innovations in both comfort and visual performance.

When asked how ALLDocs members can best employ technology to make their practices more successful, Murphy offers this advice: "I think the biggest thing we've learned is that those doctors who adopt new technology and innovation, and who are not afraid to adopt new practices that would help their patients, tend to be more successful. The ALLDocs organization is basically a group of very progressive early adopters and their patients benefit from them bringing in the latest and best products and practices."

References: 1. Vision Watch Survey, 12ME Dec 2012.
2. Based on an ongoing survey in Europe of 24 ECPs fitting 280 patients in DAILIES TOTAL 1[®] contact lenses. Alcon data on file, 2012.
*Percentage of wearers agreeing with the statement "With these lenses, I sometimes forget I have them on."
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Best Practice



Bill Fox, OD

Tips to Grow Your Practice

- Take advantage of the ALLDocs Contact Lens Initiative; it almost **doubled** my sales of one-year supplies
- Look for the Annual Eye Exam Initiative at this year's ALLDocs meeting. Getting a true buy-in for an annual exam from our patients could create a groundswell of exams! Just look through your E-appointments at all the patients who missed returning!
- Add "The Contact Lens Center" as part of your practice name and get it listed that way in insurance registers. You will be the only one. When potential patients see your name listed, they will be more likely to go to your practice for contacts because they assume you specialize in them. Use it for all advertising venues such as on your personal listing at the mall directory. It even helps in a "contact lens" Google search



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

Saluting Three Generations of Optometrists



Michael Howlette, OD

Dr. Michael Howlette stands on the shoulders of optometry giants.

When his father, John, made the decision to become an optometrist, it was a bold ambition for a black man in the late 1940s in Richmond, Virginia.

“At that time, there were only white optometrists and they would only see black patients one day a week, and usually at night—if at all,” Dr. Howlette says. “My father went to the Illinois College of Optometry in Chicago. After he earned his degree, he took his state board exam in Richmond, where he was forced to enter the building by the back door.”

Undaunted, John Howlette opened his practice in 1951 and was later joined by his brother Philmore. This was the environment in which Dr. Michael Howlette grew up and

it shaped his view of the world. He entered college and when it came time to decide on a career path, the choice was clear. He became the second generation to join Howlette Family Eyecare. Today, the family spans three generations with six ODs in all.

Dr. Howlette recalls his father’s efforts to increase the number of minority optometrists in the U.S. “My father cofounded the National Optometric Association in 1969. His efforts earned him an honorary Doctor of Ocular Science from his alma mater.” He also has the distinction of being the only optometrist from Virginia to be elected to the National Optometry Hall of Fame located in Cleveland, Ohio.

Dr. Howlette joined his father in practice in 1975. He recalls seeing his high-school-aged niece, Mia, following his father around the office with a clipboard, already set on becoming an optometrist, herself.

“Unfortunately, my father didn’t live to see it happen, but she is the third generation of OD at Howlette Family Eyecare, or as she puts it, OD3G.”



GALLERY



Take Five

Dr. Scott Young, Dr. Stacey Young and Dr. Lynne Roy enjoy some down time between meetings in the elegant lobby of LeBlanc Resort in Cancun.



Red Thumb

Enjoy the natural splendor of the red sandstone formations in the Garden of the Gods during the ALLDocs Annual Meeting in Colorado.



Peak a View

Take the Pikes Peak Cog Railway on a three-hour round-trip scenic tour to the top of 14,000-foot Pikes Peak during your ALLDocs off time at Colorado Springs.



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