

All Eyes on ALLDocs



**Kerry Gelb, OD
President**

This issue, there's some exciting news to share about a new LensCrafters movement, the expansion of our Annual Eye Exam Campaign and, of course, our upcoming annual meeting.

LensCrafters Touts Optometrists

This summer, LensCrafters is launching an innovative national campaign to promote its optometrists—and ALLDocs is totally aligned with this new initiative.

As you know, ALLDocs has been promoting the annual eye exam for over a year now with our Annual Eye Exam Campaign. Now LensCrafters is joining forces with us to send out an even stronger message. The company is investing millions of dollars to promote *us*—the doctors in its stores. Kudos to our friends at LensCrafters, Eric Anderson, Alex Wilkes and Mitch Wessels, as well as Nicola Brandolese, for making this



PRESIDENT'S DESK

new optometrist movement a reality. The campaign, which will include a variety of marketing media, will provide a powerful boost to our business. However, for this new campaign to be effective, the entire membership of ALLDocs must be 100 percent behind LensCrafters. So, let's show them how much we appreciate their support! More details to come...

Annual Exam Gains Momentum

Our Annual Eye Exam Campaign's BIG IDEA for 2014 is a new eye-catching video that can be used on OD websites, Facebook, eblasts and in waiting rooms. Also debuting this year are postcards featuring reasons to have an annual exam and to buy your contacts from your optometrist, as well as signage reinforcing 10 Reasons to "See Your Optometrist Once a Year." Kits are already in production for members who've registered for our annual meeting.

ALLDocs in Paradise

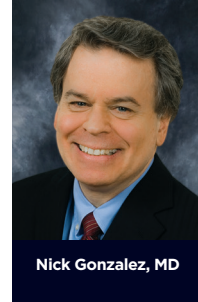
The 2014 Annual Meeting will be held October 12-17 at the Marriott Marco Island Florida Resort & Spa. We're going to have great speakers, fun interaction between members and the biggest turnout yet with more than 60 doctors already registered. Sign up as soon as you can to reserve your spot before hotel rooms run out.



EDUCATION

Speakers Bureau

Who's Lecturing at the Annual Meeting?



Nick Gonzalez, MD

Author of *What Went Wrong: The Truth Behind the Clinical Trial of the Enzyme Treatment of Cancer* will discuss the role of the optometrist in caring for patients with cancer. Since 1981, Dr. Gonzalez has been investigating nutritional approaches to cancer. He has been in practice in New York since 1987.



Scott Jens, OD, FAAO

Dr. Scott Jens will explain new coding rules including the more specific ICD-10 codes being introduced for optometrists. Jens works for Revolution EHR, the leading cloud-based EHR for optometry that specializes in offering complete web-based practice solutions.



Kimberly Reed, OD

Dr. Kimberly Reed will offer an update on new systemic and ocular medications available for patients. She practices in Fort Lauderdale and is a Fellow of the American Academy of Optometry and the American Optometric Association. She is also an active member of the Board of Directors of the Ocular Nutrition Society.



Craig Thomas, OD

Dr. Craig Thomas will be discussing the impact Obamacare is having on optometry practices across the country. Dr. Thomas has practiced in Dallas for 28 years. He frequently travels the country to educate other optometrists on the latest trends, techniques and technologies in the optometry profession.





LensCrafters Leader: Global View on Eye Care



Andrea Guerra
CEO
Luxottica Group, SpA

Andrea Guerra has the disarming ability to put everyone he speaks to at ease with his calm, lilting Italian accent and ready smile. When asked to describe himself, the 48-year-old executive modestly replies: “I’m Italian. I have a wife, three kids, two cats and two dogs.”

He also happens to be the Chief Executive Officer of Luxottica, one of the most successful companies in the world. During his tenure as CEO, the stock has tripled with net income of \$764 million in 2013. In addition to manufacturing eyewear, the company owns several optical retail store chains including LensCrafters.

Oddly, Mr. Guerra never set out to become the top man at the largest eyewear company in the world. He simply followed career opportunities as they presented themselves. His path into the business world began with a chance encounter with Marriott Italia. A group of executives planned to visit the United States and needed someone who spoke fluent English. A friend’s father who worked for Marriott asked Guerra to come along and help. By the end of the week, he was offered a job as the Director of Marketing that kept him in America for the first year of his five years with the company.

The next job that stirred his passion was with the appliance manufacturer Merloni Elettrodomestici. He spent ten years with the family-owned firm, eventually rising to CEO during his fifth year with the company. His performance there did not go unnoticed. One day he received a dinner invitation from Leonardo Del Vecchio, the founder and chairman of Luxottica.

“Mr. Del Vecchio said, ‘A lot of people are talking good of you,’” Mr. Guerra happily recalls. After several meals and conversations, he was offered the position of CEO—and he was only 38 years old. The two men shook on it, and Mr. Guerra trusted Del Vecchio’s word so implicitly that he resigned as CEO of Merloni Elettrodomestici without signing a contract.

He takes a paternal viewpoint about management. “I always say that we have 75,000 families working for us. That gives you an immediate idea of how we think about our employees,” he says. “It’s a huge responsibility.”

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Something to Smile About

Luxottica CEO, Andrea Guerra, says he feels optimistic about the future of the growing eyewear industry.

Providing Ocular Comfort to Patients with Diabetes

Rodger Brunner
National Account Manager, AMO

“A lot of patients are diabetic but don’t know that they are, and that can be identified through an annual eye exam by their eye-care provider,” says Rodger Brunner, National Account Manager for the America’s Corneal Division of Abbott Medical Optics (AMO).

Patients with diabetes have multiple vision needs. Dry-eye disease is one of the most common manifestations among this population, occurring in 50 percent of patients!

“Diabetes induces histological alteration in the lacrimal gland,” Brunner explains, “Suggesting that hyperglycemia-related oxidative stress may play a role in diabetic dry-eye syndrome.”

AMO developed their Blink® Tears Lubricating Eye Drops to address this condition. Its advanced formula adapts to dry-eye needs for longer-lasting relief with significantly less blurring than with the leading lubricating eye drop.*

“Diabetes is a growing issue for the United States and the world, and it just reinforces the idea that an annual eye exam is important—not only for the patient but for family members as well,” Brunner adds.

* Systane® drops - Data on file, 2007. Donnenfeld MD, Ophthalmic Consultants of Long Island, Rockville Center, NY.
Reference: 1. Karpecki P. *Understanding the relationship between diabetes and dry eye.* <http://eyetubeod.com/2011/03/understanding-the-relationship-between-diabetes-and-dry-eye>. Accessed: May 14, 2014.





Through the Contact Lens of Time Part I: From Concept to Early Development

Leonardo da Vinci is credited with the concept behind many inventions including the helicopter, tank, use of concentrated solar power and the calculator. But did you know he also can be traced back to the invention of contact lenses circa 1508?

Da Vinci filled a bowl with water and placed a man's face into it. For the first time, the individual was able to see clearly. This discovery clearly demonstrated improved refraction and improved peripheral visual acuity. Da Vinci then created a contact lens with a funnel on one side so that the water could be poured into it. While his contraption improved vision, it was abandoned due to impracticality.

Trying to refine Da Vinci's new idea, renowned French scientist Renee Descartes in his medical treatise, *Ways of Perfecting Vision*, described a lens placed directly onto the eye. He developed a tube that could be filled with water and placed directly against the cornea. Once again, this awkward approach was discarded.

While Da Vinci and Descartes could visualize contact lenses conceptually,

the technology to produce eyewear that fit directly on the human cornea was not yet possible. Consequently, wearable contact lenses did not begin to evolve until the Nineteenth Century.

In 1801, Thomas Young described a neutralizing surface for the cornea that was the forerunner of contact lenses. Another scientist, English astronomer and physicist Sir John Herschel, wrote that corneal contact lenses were optically feasible. He then further suggested that an actual mold of the cornea might be taken.

These ideas lay dormant for almost 60 years. Herschel's suggestions were theoretically sound but very problematic in practice. One barrier was the need to make a mold of the sensitive avascular, nerve-dense corneal tissue. The introduction of anesthesia in 1884 made contact lens molding possible.

In Part II of "*Through the Contact Lens of Time*," contact lens development from the late Nineteenth Century to 1930 will be discussed. Look for it in the next issue of *CONTACT!*



Giving Back



Debbie Valido, OD

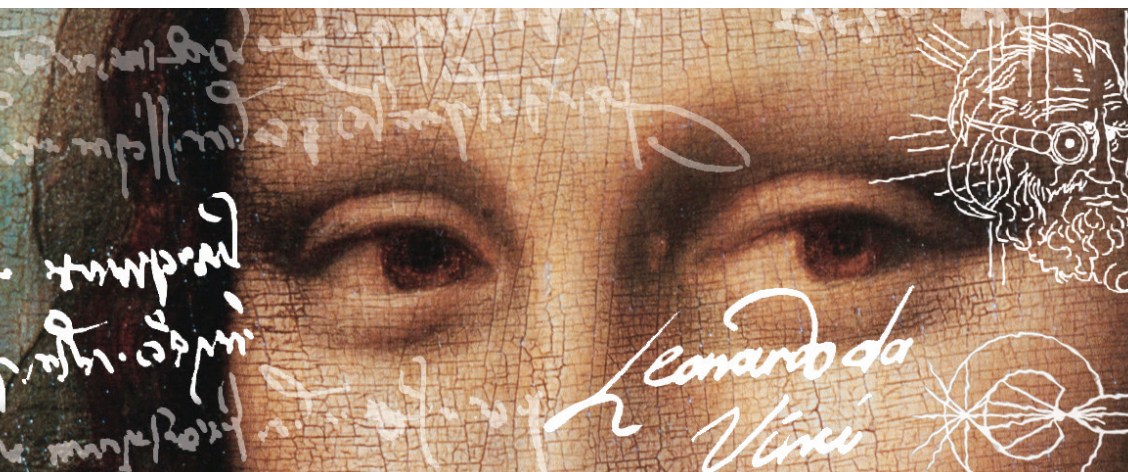
Seeing the World Through a Different Lens

When Debbie Valido, OD, of Cincinnati was volunteering with OneSight in Peru, she asked a translator why the 80-year-old woman she had just fitted with glasses was crying and running her hands across the faces of everyone in her family. "He told me that she had never seen the faces of her children or grandchildren before," Dr. Valido explains, still stunned by that revelation. "Can you imagine raising a family and not seeing them?"

Dr. Valido spent two weeks in the mountains of Peru, examining thousands of people a day. "At 6 a.m., there were already hundreds of people in line. I asked the translator when they had gotten there. He told me they had been waiting for two days. The hardest part was leaving at night when there were still people in line."

Volunteers rose every morning at 5 a.m. and worked in the clinics until about 7 p.m., "basically, until we were done." They communicated with patients through translators. She adds that, today, OneSight is working on setting up "sustainable clinics" as part of their missions to ensure that people are taken care of after the volunteers leave.

"When you return home from a developing country, all your problems seem small; you're a more grounded person. If you have the opportunity to give back, it's important. There's always somebody who needs help."





LensCrafters Leader: Global View on Eye Care

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The Two Lenses of Luxottica

Luxottica has two headquarters. One is in Mason, Ohio (left) and the other is in Milan, Italy (right).

When asked what advice Mr. Guerra would give to ALLDocs members to become better business people, he replies that he is glad to share three basic principles he lives by that he learned from his mentors. “First, always go by facts, not sales pitches,” he says. “Anything you do, you have to first test the facts.”

His second piece of advice is to listen. “Most probably the person you have right in front of you is able to tell a story that can make a difference, that can teach you something,” he says.

His third business tip is to practice what you preach. “If you are someone who is trying to lead others, keep in mind that you will always have a lot of eyes looking at you. So if you are saying something and you are not able to show examples of that behavior for all of those serving you, what you say is useless.”

He respects the entrepreneurial spirit of ALLDocs members. He says that while he has never really been an entrepreneur, he has been surrounded by them throughout his career and has an admiration for them. He also observed that no matter what happens to entrepreneurs, they seem to have a way of retelling their experiences in a positive light and re-inventing themselves if needed. He adds that successful business owners care more about the company than themselves. They want the company to flourish long after they are gone as a legacy to their employees and those they serve.

Asked what message he has for ALLDocs members across the country, he simply smiles and replies, “Talk to us. Talk loudly to store managers, Eric Anderson, Alex Wilkes, and myself, everyone. Be loud! Our doors are always opened.”

Luxottica Group: Did You Know...

- More than 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe
- Proprietary brands include Ray-Ban®, Oakley®, Vogue Eyewear, Persol®, Oliver Peoples, Alain Mikli and Arnette
- Licensed brands include Giorgio Armani, Bulgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Starck Eyes®, Tiffany and Versace
- Products designed and manufactured at its six manufacturing plants, two wholly owned plants in the People’s Republic of China, one plant in Brazil and one plant in the United States

Best Practice



George Poulos, OD

AccuExam: Good for Patients, Good for Business

Two years ago, LensCrafters asked George Poulos, OD, and doctors in four other stores in Columbus, Ohio to pilot a new, revolutionary digital eye exam initiative called AccuExam.

“LensCrafters is a very innovative company,” Dr. Poulos says. “They had already pioneered the digital experience on the retail floor with AccuFit, and in the lab with digitally surfaced lenses. But on the doctors’ side, the refracting equipment we used hadn’t changed in over 50 years. AccuExam has brought digital technology into the exam room. The idea was to create an amazing digital experience for our patients from beginning to end.”

The pilot program earned rave reviews. “Patients have always dreaded the refraction part of the eye exam. With this new technology, the process is much easier and less stressful for both the patients and doctors. From a doctor’s perspective, this technology provides more information about our patients’ eyes than ever before and we are spending less time refracting and more time connecting with our patients and making a difference in their lives.”

As a bonus, he adds, since his practice incorporated AccuExam two years ago, business has steadily grown. AccuExam is now being rolled out in additional locations throughout the United States.



Welcome the New Members of the Family

Alcon Adds Toric and Multifocal Lenses to the DAILIES® AquaComfort Plus® Family of Contact Lenses

New Lenses Offer Daily Disposable Option for Patients with Astigmatism and Presbyopia

Alcon, the global leader in eye care, introduced the DAILIES® AquaComfort Plus® family of one-day contact lenses with the additions of toric and multifocal contact lenses to its portfolio.

“The daily disposable modality is the fastest growing contact lens segment,” said Jim Murphy, Vice President and General Manager for US Vision Care at Alcon. “Patients with astigmatism or presbyopia are part of that segment and the DAILIES® AquaComfort Plus® family provides them with a new option for a one-day contact lens.”

DAILIES® AquaComfort Plus® Toric lenses are specially designed for people with astigmatism. The daily disposable lens combines the same dual thin zone Precision Curve™ Lens Design of FOCUS® DAILIES® Toric contact lenses with the Blink-Activated Moisture of the number one daily disposable contact lens in the DAILIES® AquaComfort Plus® sphere contact lens.

DAILIES® AquaComfort Plus® Multifocal contact lenses are designed for the presbyopic patient and combines the Precision Profile Design of the number-

one selling multifocal AIR OPTIX® AQUA Multifocal contact lenses with the Blink-Activated Moisture of the number-one daily disposable contact lens in DAILIES® AquaComfort Plus® sphere contact lens.¹

DAILIES® AquaComfort Plus® Toric contact lenses are available in a greatly expanded parameter range with over 800 more parameters than FOCUS® DAILIES® Toric contact lenses including three industry standard cylinder powers of -0.75, -1.25 and -1.75 diopters. There are ten total axes available at +/- 20 degrees of 90 and 180, in 10 degree steps. Scribe marks are found at 3 and 9 o'clock to ensure a precise fit and to measure rotation.

DAILIES® AquaComfort Plus® Multifocal contact lenses offer the design and parameters of the AIR OPTIX® AQUA Multifocal contact lens including three levels of ADD to allow fitting of advanced as well as emerging patients with presbyopia in a binocular fashion. The distance powers range from +6.00 to -10.00 in 0.25D steps. They are available in trial 5-lens packs as well as 30 and 90 packs.

Reference: 1. Based on third-party industry reports, 12 months ending September 2013; Alcon data on file.

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



a Novartis company



As I See It



Richard E. Hults, OD, JD, MBA

Contemplating Change

A while back my local rep, Leslie Wade, asked me if I wanted her opinion on what was the key to the success and longevity of our practice. Oddly, it wasn't my staff, my personality or my good looks. To my surprise, instead she said it was my ability to embrace change.

That got me thinking about change: EHR conversion was arduous and stressful; now we would never give it up. Once this happens, we get confident. That's where I am, not capricious, more like adaptable. As Ken Zierler quotes Darwin, "It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change."

The same may soon apply to the AccuExam.

I believe that the AccuExam is the most revolutionary change in my 35 years of practice. As I look today at the exact same phoropter I've had for 28 years, I realize just what a change this will be. But, I will endure the implementation process knowing that I will be thrilled about six months from now.

Eye Openers!

25%

How much slower people read on computer screens compared to paper.

107 million

Number of cells in the eye that are sensitive to light.



Reaching Out to the Vulnerable of El Salvador



Lisa Greene, OD, learned back in 2008 that one person can make an enormous difference in the lives of others.

"I'm very much a relationship person and became friends with the people helping us with our OneSight clinics in El Salvador," Dr. Greene says. Having grown up on a dairy farm, she credits that experience with enabling her to easily build rapport with people in rural areas. When the OneSight mission was completed, she asked if anything else needed to be done. "They drove me out to an orphanage in Santa Ana, run by Catholic nuns for girls who had been sexually or physically abused, or abandoned."

When the Asheville practitioner gazed into the eyes of the wards, ranging in age from 4 to 18, she knew her work wasn't finished. She established a nonprofit organization called Almas

Unidas-Hearts United (Almas Unidas is Spanish for Souls United) to provide support for these vulnerable children.

She has since learned some Spanish and visits the orphanage three times a year to check on how the girls are doing. Since the organization was formed six years ago, humanitarian aid has flowed into the orphanage to purchase shoes, four computers, sewing materials, personal hygiene products and various medical supplies. Building projects were also funded to fix damage that occurred during recent earthquakes.

"Some of the girls are going to college now," she adds. "They know they are not forgotten and that if they study hard and stay in school, we'll help get them the tuition to go to college. If we can give them the opportunity for a better education and support their basic needs they will have a greater opportunity to break that awful cycle of abuse."

"Everything I do for them I get back over a hundred times in blessings. Those little girls are absolutely amazing people and they deserve someone to advocate for them."



THANK YOU TO OUR NEWSLETTER SPONSORS



Got Eagle Eyes?

While at the annual meeting at Marco Island, be on the lookout for eagle nests in this official eagle sanctuary area.



Surf, Sessions and Sand

What better place to meet for events and workshops than on the sandy beaches of sunny Florida?



Idyllic Rendezvous

Don't miss the 2014 ALLDocs Annual Meeting amid the swaying palms and the sparkling waters of Marco Island.



ALLDocs

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