

SEPTEMBER 2014

Joining Forces with LensCrafters



**Kerry Gelb, OD
President**

In the coming weeks, LensCrafters will be unveiling its \$20-million advertising campaign supporting annual eye exams. This unprecedented nod to our successful Annual Eye Exam Initiative, combined with our own existing promotions, should ensure a strong national presence for ALLDocs optometrists. Remember, when this campaign hits the airwaves, it will be important to staff up to handle walk-ins and scheduled eye exams.

As you may know, ALLDocs has been actively promoting the concept of annual exams for more than a year with our Annual Eye Exam Campaign. The Campaign's BIG IDEA for 2014 was a new eye-catching video for use on OD websites, Facebook, eblasts and in waiting rooms. Also debuting this year will be electronic postcards



PRESIDENT'S DESK

featuring reasons to have an annual exam and to buy your contacts from your optometrist, as well as signage reinforcing ten reasons to "See Your Optometrist Once a Year." Kits are already in production for members who've registered early for our annual meeting in Florida.

Catching Some Rays

The 2014 Annual Meeting is almost here. It will be held October 12-17 at the Marriott Marco Island Florida Resort & Spa. We're going to have a great lineup of speakers including Nick Gonzalez, MD, the Author of *What Went Wrong: The Truth Behind the Clinical Trial of the Enzyme Treatment of Cancer*. His intriguing lecture will be open to doctors, spouses and sponsors.

We can also look forward to our usual fun interaction between members. This year, our participation has stepped up to a new level with the biggest turnout yet—more than 100 doctors already registered. And, no doubt, this eye-care savvy group will catch the rays of the Sunshine State donning their UV-protective eyewear!



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.



Jeffrey Morris, MD, MPH

Dr. Morris will speak on "Interventions to Improve Visual Function and Protection." A board-certified cataract surgeon with 30-plus years of experience, he founded the Vision Performance Clinic, staffed by full-time nutritionists, which focuses on improving visual function and protection through nutritional therapy and blue-light filtration lenses.



Phoebe Lenhart, MD

Dr. Lenhart discusses "You'll Shoot Your Eye Out: Preventing Sports-Related Eye Injuries." She'll review the incidence of various sports-related eye injuries, how to prevent them and consequences. She is currently an assistant professor in the Department of Ophthalmology at Emory University School of Medicine.



John McGreal, OD

Dr. McGreal will offer a COPE-approved presentation, "Medical Updates for Eye-Care Providers," in which he reviews the latest treatments of systemic diseases including cardiovascular, endocrine/diabetes, women's healthcare and neurology/psychiatry. In addition to his private practice with Missouri Eye Associates in St. Louis, he is an educator on clinical and practice-management topics.



Marco-Polo
Bottlenose dolphins can often be spotted cruising the blue waters of the Gulf of Mexico.

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GALLERY





New Multifocal Management Program



Mike Johnson

To streamline and simplify the fitting and ordering of multifocal lenses for eye-care practitioners, Art Optical Contact Lens, Inc. has introduced their FlexFit Multifocal Management Program.

"When working with a professional fitting consultant, the FlexFit program allows eye-care practitioners unlimited fit adjustments and design changes in a six-month fitting period, with full cancellation/money back privileges," says Mike Johnson, Director of Consultation Services for Art Optical. For added convenience and to help save the practice handling time and return shipping expense, refit lens returns are no longer required and instant credit processing has been implemented.

The portfolio of proprietary lens designs offered in the FlexFit program include the Renovation series, which



is the nation's leading GP multifocal; as well as Art Optical's mPower™ and CLASIKcn™ GP designs; and their Intelliwave® Multifocal & Multifocal Toric custom soft lenses. This comprehensive range of custom design options allows optometric practitioners to manage all types of presbyopic patients from emerging to advanced presbyopes, to post-LASIK patients now requiring near correction, and for those over 40 with extreme cylinder or an out-of-inventory parameter prescription.

The goal of the FlexFit program is to reduce the risk involved with multifocal fitting so practitioners can feel confident introducing the multifocal option to a broader range of their presbyopic patients.

"The flexibility of the contact lens design platform and the simplification of policies are geared toward improving fitting success, saving chair time, reducing return handling and making multifocal patient management easier and more efficient for all eye-care practitioners," Johnson adds.



A Case For Six Months by Dr. Torrey Carlson

Torrey Carlson's 90-year-old patient, Buddy, has been wearing contacts for more than 19 years—ever since he had cataract surgery. During those years, Carlson has tried to sell Buddy a year supply of contacts, touting the cost savings, but the elderly gentleman refuses. Why only six months? "He'll only buy six months at a time because he insists that he probably won't live past then." Perhaps the six-month supply gives Buddy a goal to shoot for, as he has consistently come back for more contact lenses every six months for almost two decades!



Eye Bling

It had to happen.

Cadbury's created the most expensive chocolate bar in the world—about \$1,630—covered in edible gold leaf and sheathed in a shiny gold-leaf wrapper. Victoria's Secret created a \$10 million, 18-karat gold bra made with more than 4,200 precious stones.

Now, an optometrist from India, Chandrashekhar Chawan, inspired by the jewels in his wife's teeth, has created a gold-plated, diamond-encrusted contact lens. At \$15,000 a pair, they may just be the most extravagant trend in eyewear. Chawan uses Boston Scleral lenses to hold the jewelry in such a way that it doesn't touch the cornea.

The inventor suggests that perhaps in the future, people will use his high-end lenses instead of diamond rings to propose to their fiancées. Chawan adds that all the profits from the sales of these lenses will go toward treating patients suffering from Stevens Johnson Syndrome, a skin condition that can lead to loss of eyesight.





Through the Contact Lens of Time

Part II: From Glass to Plastic

In the first part of this three-part series, we discussed contact lens development from its inception with Leonardo Da Vinci to its initial refinements with Sir John Herschel. This article will cover the strides in technology that followed in the late Nineteenth Century.

As contact lens technology progressed in the early 1880s, physicians and tradesmen raced to see who would be first to successfully develop glass contact lenses.

Dr. Adolf Fic, a Swiss physician, was the first person to describe the theory behind the refractive power of the contact lens in his treatise *A Contact Spectacle*. However, while Fic was waxing about the science of contacts, the first lenses were actually produced by businessman, August Mueller, around 1887. He was a manufacturer of artificial glass eyes.

Not to be outdone, Fic devised a method for correcting astigmatism. His initial attempt consisted of a small glass bowl placed directly on the eye, much like Leonardo Da Vinci had done 300 years before. It was a nice idea, but not very practical. Eventually, he developed contacts made of very thin glass. His lenses

had successfully treated patients with corneal disease and abnormalities including keratoconus. However, while his lenses worked, they were still cumbersome and uncomfortable.

Eugene Cult, a glass blower from Germany, may have lacked in medical credentials, but had the ideal skills for developing glass contacts. He believed that keratoconus could be corrected by suppression of the cone and correction of refraction. His glass scleral lenses came into use in 1912, and over the next 60 years, became the major contact lenses used.

Wearers made do with the glass versions until technology took yet another leap. In the 1930s, plastic came into being and changed the course of contact lens history. Plastic contacts were lightweight and very transparent. In addition, they were unbreakable, scratch resistant and much easier to manufacture.

The age of the modern contact lens was on its way.

In Part III of "Through the Contact Lens of Time," contact development from the 1930s to today will be discussed. Look for it in the next issue of CONTACT!

Nineteenth-Century Contact Lens Pioneers

Businessman August Mueller (left), European glass blowers (center) and Dr. Adolf Fic (right).



Giving Back



Sid Morse, OD

OneSight Evolves

When Sid Morse first volunteered for OneSight back in 1997, he viewed it as an opportunity to help people and to experience different cultures. Since then, the Asheville, North Carolina optometrist has been on ten missions across Africa, South and Central America and Eastern Europe.

Over the years, he's seen OneSight refine its processes to provide better services to patients and easier workloads for volunteers.

"Luxottica designed new custom-made frames for clinics," Morse says. "And most patients are getting custom-made lenses donated by Transitions®." Originally, OneSight stocked donated glasses and most volunteers chose the closest prescription in their inventory for patients.

Morse has fond memories of a grandmother he met in Costa Rica. "This one lady loved to sew. She was in her sixties and didn't have glasses. When she got the glasses that enabled her to see up close, it made her so happy. Now she could sew for her grandchildren again."

What did he learn from his travels? "No matter where you go, these people enjoy life, even though we would consider them poor. You don't have to have a lot of stuff to be happy. You can be happy and content with whatever you've got."





INSIGHTS

Expanding on Success



**Bob Ferrigno,
President,
CooperVision, N.A.**

Bob Ferrigno, newly appointed President of CooperVision, led a typical suburban life when growing up on Long Island. He studied hard and played on the high school football team, interests that followed him to Ithaca College in New York. There, he excelled as a student and went on to play in a Division III NCAA National Championship. Upon graduation, he embarked on a career with Becton Dickinson (BD) and soon found himself traveling throughout Europe and Asia.

"Becton Dickinson sells and markets medical devices," Ferrigno explains. He says his most memorable position with the company was the four years he spent in Singapore.

"The product we were selling was ten times the cost of the system hospitals were using," he recalls. His job was to convince prospects that the price was worth it. His company was selling safer, disposable closed blood collection tubes and needles to hospitals to replace existing ones that were washed and re-used.

"It all comes down to showing customers the value—what's the benefit of spending ten times more? We educated them on the scientific component of the product, why it was safer for their staff to use and how it offered patients reliable results every time." Apparently that strategy worked because his operation successfully opened up markets throughout Southeast Asia including in China, Indonesia and India.

After 32 years with BD, Ferrigno was enticed to join CooperVision.

"One of the reasons I came to CooperVision was that, embedded in the company's thinking and dialogue, was always 'How



will our business decisions positively impact the eye-care practitioner and the patient/wearer?" He knows two issues of concern to ODs are the gray market and the universal pricing policy.

"One of the challenges in the vision industry is this whole gray market," he says. "I dealt with that in the '90s in the medical-device industry where it was much worse. It has improved over the years, but now I feel like I've stepped right back into that. CooperVision's strategy to help the storefronts is long term. Our EyeCare Prime Premier suite of services, including WebSystem3 and ECP Premier, are good examples. These services aren't just about selling contact lenses, but instead are designed to help the practitioner grow their overall business."

He adds, "We are currently collecting customer input regarding a universal pricing policy in order to help us make a sound determination regarding implementation in the near future."

The company recently signed an agreement to acquire Sauflon Pharmaceuticals Ltd, a European manufacturer and distributor of contact lenses and solutions.

"CooperVision will now be able to offer a multi-tier daily strategy that includes a full suite of silicone hydrogel and hydrogel lenses, including options within all categories—spheres, multifocals and torics," Ferrigno says.

Our portfolio is brimming. "Most recently, Biofinity® XR entered the extended-range category. The Sauflon Clariti® brand will help fill the daily disposable market along with the MyDay™ launch in the U.S. next year." We may also be developing lenses with UV and blue-light blockers.

"CooperVision is continuing to increase its partnership with eye-care practitioners by reaching out to opinion leaders and experts," Ferrigno says. "We want to make sure we're drawing on the expertise of ODs to better meet their needs and those of their patients."



BUSINESS

Best Practice



Jeff Geisert, OD

Returning to the Fundamentals

As we all contemplate which piece of equipment to purchase or what new procedures we want to implement into our practices, most of us try to determine what our best return on investment (ROI) will be. While we all want to provide cutting-edge technology and the most comprehensive eye care to our patients, it's easy to overlook one of the best ROIs that costs us virtually nothing.

Each and every patient we see can add substantially to our bottom line. If we invest our time and connect with all of our patients by solving their needs and truly listening to their problems, they will leave our offices with a sense of trust and satisfaction. That, in turn, will generate referrals of friends and family to our offices. This fundamental connection has the potential of providing the best ROI that we could possibly have in our practices.

Check Out Our Brand-New Annual Eye Exam Video!

<https://vimeo.com/96959505>

<http://youtu.be/yeGkS3RmwEo>





With Beauty Comes Opportunity



More than 19 million Americans say they are extremely interested in wearing colored contact lenses, but less than 3 million wear them today.¹ This is no surprise when you consider that most people find out about them through family and friends. Only 6 percent learn about them from practice staff.¹ Patients may have the desire to wear color contacts, but eye-care professionals have been reluctant to speak to patients about or fit color contact lenses due to barriers such as low oxygen transmissibility, comfort issues and extensive chair time.²

New innovations in color contact lens technology have the potential to change that and grow the color contact lens market to four times its current size.³ Of the 19 million people extremely interested in color contact lenses today, more than 9 million are not current contact lens wearers.¹ That untapped group provides a unique opportunity to increase the number of contact lens patients in eye-care practices, particularly considering that nearly 90 percent of those who try color contact lenses will buy them.¹

New Technology

For the first time, a color contact lens has been developed that offers the unique combination of breathability,* comfort and beauty. New AIR OPTIX® COLORS contact lenses, the first silicone hydrogel color contact lenses in the U.S., encapsulate the 3-in-1 color technology from FreshLook® contact lenses in the same lotrafilcon B material that makes up AIR OPTIX® AQUA contact lenses. This allows for six times more oxygen transmissibility than the leading color contact lens.⁴ With the color inside, all that touches

patients' eyes is the ultra-smooth permanent plasma surface.

Efficient Chair Time

AIR OPTIX® COLORS contact lenses uniquely meet clinical and practice standards. There is no refit required for current AIR OPTIX® AQUA contact lens wearers,⁵ which saves chair time and makes it easy to introduce patients to the world of beautiful, breathable* and comfortable color contact lenses.

Helping patients select the color that's right for them is also simplified with the introduction of the AIR OPTIX® COLORS Color Studio virtual try-on tool at airoptixcolors.com. For patients currently wearing FreshLook® color contact lenses, AIR OPTIX® COLORS contact lenses are a quick and easy upgrade since the new lenses are available in the same familiar colors. AIR OPTIX® COLORS contact lenses are available from +6.00D to -8.00D (including plano) in nine shades—five subtle (Pure Hazel, Blue, Green, Gray and Brown), and four vibrant (Honey, Brilliant Blue, Gemstone Green and Sterling Gray).

* High Oxygen Transmissible Lenses: Dk/t = 138 @ -3.00D

References:

1. Based on a survey of 375 U.S. consumers interested in wearing color contact lenses; Alcon data on file, 2013.
2. Alcon data on file, 2012.
3. Based on third-party industry report, 1999-September 2013; Alcon data on file.
4. Based on the ratio of lens oxygen transmissibilities; Alcon data on file, 2013.
5. Alcon data on file, 2013.

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



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As I See It



Bill Fox, OD

Running Multiple Practices: Trust and Let Go

Running multiple practices requires a state of mind that embraces delegation, controlled chaos and cheerleading. Here are some tips:

1. Delegation: You can't be a micromanager and run multiple offices. Early on, I learned—when one of my staff did something perfectly in 45 minutes that took me almost twice that time with many mistakes—there are a lot of people in this world that do things better than me.

2. Controlled chaos: You have to be able to accept that you can't get everything perfect. You'll never feel like you're on top of things all the time. If that bothers you, you better not have multiple offices. You grow by controlled chaos. Clean up your paperwork afterwards.

3. Cheerleading: Create business principles and goals as guidelines, then inspire your staff to pursue them. We highlight quality, service and convenience. Then we allow each office the autonomy to pursue those values in their own way. When stats don't look good, then move in and work with staff to get to that goal.

Eye Openers!

0% growth

Our eyes are always the same size from birth, but our nose and ears never stop growing.

28 grams

The human eyeball weighs about 28 grams, or 0.987671 ounces.



Optometrist Toasts to Tradition



Paul Vaccarella, OD

Most ALLDocs members know Paul Vaccarella, OD, of Long Valley, New Jersey for his successful optometry practices in Bridgewater and Rockaway. Lesser known is his hobby of wine-making, which is steeped in more than 100 years of Italian tradition.

"I have been making wine for almost 30 years," Vaccarella says. "It was something my dad did with his dad. I learned winemaking with him." His grandfather, Pelligrino, was born near Naples and had a family farm in Italy. He immigrated to the United States and traveled between his residence here and his farm in the Old Country. Paul's father, Peter, on the other hand, was born in the United States but then ended up being raised in Italy due to a quirk of fate.

Three Generations of Winemakers

Dad Peter Vaccarella (left), Dr. Paul Vaccarella (center) and maternal grandfather Joseph Pizzi (right).



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"My grandfather and my father were staying at the farm back in Italy when World War II broke out," he says. "All of the ports were closed and they were trapped in a war zone for the duration of the war." When the Nazi soldiers would pass through their village, their family would sleep in the corn fields to evade them. In 1945, Pelligrino and his family returned to their home in the states. With them, they brought their Old World wine-making skills and passed them down to Paul's generation. "We still have the wine press that my grandfather brought from Italy," Vaccarella adds.

Today, the Vaccarella family has a unique family tradition that provides another good reason for having annual reunions. "We have a group of friends and family that get together each year," he explains. "There's a dozen of us and we make different kinds of wine. Every year, we make 1200 bottles of wine and divide them up." He ends up with about eight cases of assorted vintages. He adds, "I give a lot of it away. My staff looks forward to it!"



Next Task: World Peace

Dr. Karen Rosen with Dr. Steve Rosen, winner of the R.A. Koetting Memorial Award for lifetime achievement at the St. Louis Optometric Society Banquet.



Eyes On The Game

Dr. Jack McIntyre and his son, future OD Spencer, bond over the manly sport of rugby USA/Scotland match in Houston, Texas.



Caught with His Bare Hands

Dr. Steve Lutz proved the victor in a battle with this 14-pound Steelhead from the White River in Northern Michigan.



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