

ALLDocs Meeting 2014 Sun, Sand and CE



**Kerry Gelb, OD
President**

It's been only a matter of weeks since our Annual Meeting in beautiful Marco Island, Florida and we're so proud of what a great success it was. I would like to extend a big thank you to the Board for their hard work and to Dr. Richard Hults for orchestrating an amazing meeting that went off without a hitch.

Congratulations to our Hammock Bay Golf Tournament winners: Dr. Richard Hults, Dr. Andrew Zodikoff, Dr. Terry Huseman and ABB's Jeff Withrow, who played like real pros.

And speaking of winners, let's give a big thank you to CooperVision for inviting speaker Erik Wahl who created paintings for our OneSight art auction at the gala. Plus, let's give a special thank you to Dr. Judi Schaffer for organizing a very successful OneSight Sunglass Sale. Both events helped raise almost \$40,000 for OneSight. At the gala, LensCrafters President, Eric Anderson, and his Luxottica Band treated everyone to another great rockin' performance.

This year's ALLDocs 2014 Partner Fair featured 31 eye-care vendors, including eight brand-new sponsors.

In another exciting activity, many attendees took part in the first ever ALLDocs study. This important study



PRESIDENT'S DESK

is designed to diagnose pre-diabetes at its earliest stages by using two of our sponsor's instruments, the Annidis RHA™ Multi-Spectral Imager and the Freedom Meditech Clearpath DS-120™. We hope to see how both instruments correlate with each other and with blood tests.

A Tribute

Dr. Mark Jacquot, Vice President at LensCrafters, presented Dr. Frank Verdone, recently diagnosed with Amyotrophic Lateral Sclerosis (ALS), with a plaque and a trip to Hawaii. ALLDocs also paid tribute to Dr. Verdone by underwriting the expenses for him to see a doctor who specializes in ALS.

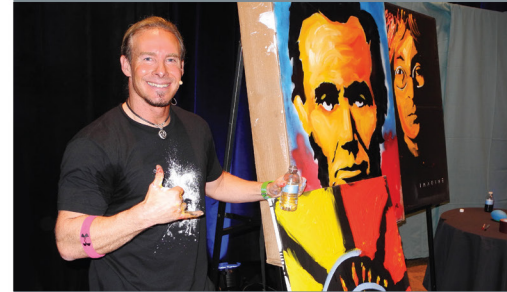
The Word

Speakers included Dr. Nick Gonzalez, who captivated the audience with the trophoblastic theory of cancer and associated treatments. Dr. Kim Reed discussed eye-care supplements, including a new one for glaucoma, Mirtogenol, that lowers eye pressure and increases blood flow to the nerve of the eye. Dr. Phoebe Lenhart spoke on the prevalence of sports eye injuries and how ODs can help preserve eyesight by recommending protective eyewear in high-risk sports. Dr. Craig Thomas made a lecture on Obamacare seem entertaining. Dr. Jeffrey Morris discussed the science of blue light and its role in macular degeneration and sleep cycles. Dr. John McGreal updated us on eye-related oral medications. Ken Zierler presented an ALLDocs marketing recap of the successful Contact Lens and Annual Eye Exam Initiatives, both of which will be expanded in 2015.



GALLERY

Minutes From The Meeting...



An Eye for Creativity

Motivational speaker, best-selling author and artist, Erik Wahl, inspired ALLDocs members to rediscover their creative genius.



In Their Sights

Coordinators Heather Kreidler and Amanda Jordan saw to every detail of the meeting, bravely defending us from mediocrity.



Maui Wowwee!

Dr. Steve Smith wins a trip to Hawaii at the ALLDocs Gala courtesy of Maui Jim.





Research Focuses on Enhanced Vision



**Professor John Nolan,
PhD,
Fulbright Scholar**

Professor John Nolan, PhD, believes that we may all be walking around with suboptimal vision. His research offers answers to what we can do about that.

As Principal Investigator of the Macular Pigment Research Group at the Waterford Institute of Technology in Ireland, Dr. Nolan is involved in research establishing the role of nutrition in optimizing visual function and preventing blindness.

"I've always had an interest in nutrition," Professor Nolan says. He comes from a biochemistry background, but his participation in sports, such as the Irish national sport of hurling (he's says it's like lacrosse, but much more physical) heightened his awareness of the role diet plays in vision.

Macular pigment, essential for eye health, is composed of three carotenoids—lutein, zeaxanthin and meso-zeaxanthin. "We are not born with carotenoids," Professor Nolan says, "The only way we get them is from what we eat." The first source of lutein for human beings is in the colostrum found in breast milk during the first few days after birth. After that, it must be obtained from fruits and vegetables. Previously, it was thought that meso-zeaxanthin was only manufactured from lutein in the body. Recent research shows that meso-zeaxanthin is found in small amounts in some seafoods.^{1,2}

The macular pigment has two main functions. First, it acts as an antioxidant. Blue light produces free radicals, which destroy normal cells. Carotenoids act

as strong antioxidants. "They're like sunscreen at the retina," Professor Nolan says. The second function is to prevent (filter) blue light from causing visual disability or discomfort.

"The more macular pigment a person has, the better their contrast sensitivity and the less glare disability," he explains. "If you take a healthy individual with no eye disease and measure their vision and macular pigment, then put them on supplements that increase macular pigment, you can improve their vision. We are all walking around with suboptimal vision."

Risk factors for damage to the macula include a diet lacking fruits and vegetables, smoking, obesity, age and genetics. "The risk factors are the same for AMD," he says. There's nothing that can be done about family history or age. But carotenoid supplementation can help for sure.

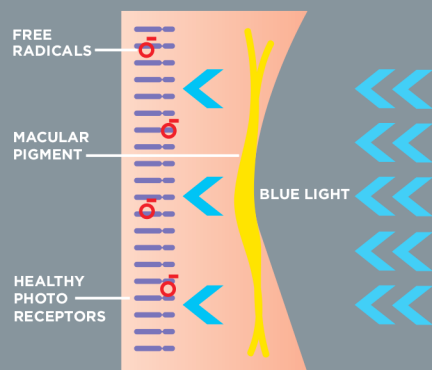
"There has been an enormous amount of research looking at the nutrition of the eye, and all of it points to macular pigment as the most important factor. What we know with certainty now is that the best results are seen when supplements contain all three carotenoids; the central carotenoid meso-zeaxanthin is an important part of the supplement," Professor Nolan says.^{3,4}

"The most important group who should take carotenoid supplements are people at risk for AMD," he adds. "Many people wait until the problem presents itself to address it, but we can put something protective in place, safeguarding the cells of the retina before they are destroyed." This is very good news for people who are at risk for AMD. It also may be of interest to people involved in sports, piloting planes, driving for a living or those who simply want to enhance their eyesight.

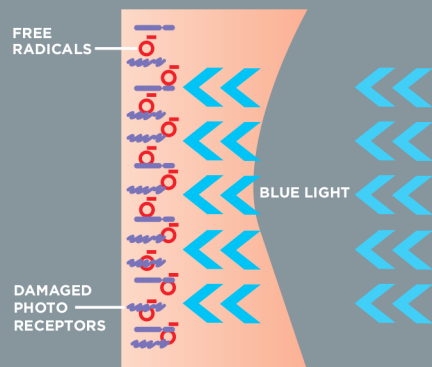
A Brief Bio

Professor John Nolan, PhD is the Howard Chair in Human Nutrition, Fulbright Scholar and European Research Council Fellow. He is also Chair of the International Macular Carotenoids Conference, which is held at Downing College, Cambridge University, UK (www.macularcarotenoids.org).
Email: jmnolan@wit.ie

Macula with Macular Pigment



Macula without Macular Pigment



References:

1. Maoka T, Arai A, Shimizu M, Matsuno T. The first isolation of enantiomeric and meso-zeaxanthin in nature. *Comp Biochem Physiol B*. 1986;83: 121-124.
2. Nolan JM, Meagher K, Kashani S, Beatty S. What is mesozeaxanthin, and where does it come from? *Eye*. 2013;1-7.
3. Loughman J, Nolan JM, Howard AN, et al. The impact of macular pigment augmentation on visual performance using different carotenoid formulations. *IOVS*. 2012; 53(12): 7871-7880.
4. Sabour-Pickett S, Beatty S, Connolly E, et al. Supplementation with three different macular carotenoid formulations in patients with early age-related macular degeneration. *Ophthalm Commun Soc*. In press. 2014: 1-10. on file, 2013.



Through the Contact Lens of Time

Part III: Optometrists as Trailblazers

In the 1930s, new plastics made it possible to produce lightweight, scratch-resistant contact lenses. But these new lenses, like their glass ancestors, were still scleral lenses, covering the entire eye and only wearable for a few hours at a time. An optical technician and numerous optometrists would change all that.

In 1948, English optical technician Kevin Touhy revolutionized the design of contact lenses—by mistake. One day, while sanding down a plastic lens, the part that covered the white of the eye fell off. Rather than starting over, the lazy technician decided to try the smaller lens. He smoothed the edges and popped it in his eye, delighted to discover the lens still worked and remained in place, even when blinking. Thus, the corneal lens was born.

Allowing more breathability, corneal lenses could be worn longer and were more comfortable than scleral lenses. Touhy's discovery was followed by a flurry of optometrist-led innovations worldwide. In 1950, U.S. optometrist George Butterfield developed the idea of a curved, rather than a flat, corneal lens design. Optometrists

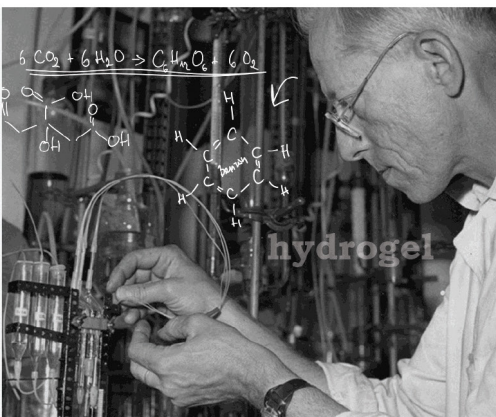
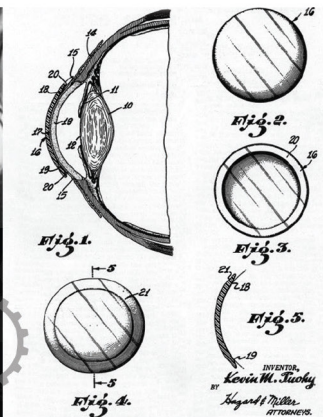
Frank Dickenson from England, Wilhelm Sohnjes from Germany and John Neil from the United States collaborated to create thinner lenses, of about 0.20 millimeters. Contact lenses of about 0.10 millimeters were introduced in the early 1960s.

In 1958, Pennsylvania optometrist Dr. Robert Morrison learned that Czechoslovakian chemist Otto Wichterle was developing a new type of plastic, called hydrogel. It was soft and pliable when wet, yet could be shaped and molded. Seeing its vast potential, Dr. Morrison set up a manufacturing facility for hydrogel soft lenses. In 1960, Bausch and Lomb created a refined casting technique that produced consistent lens surfaces. Ciba Vision's introduction of silicone hydrogels in 1998 offered extremely high oxygen permeability.

Lenses steadily improved over the next 25 years and innovations continue to this day. In 500 years, contact lenses have advanced from sticking a patient's head in a bowl of water to high-tech discs of silicone—most certainly a sleeker and dryer approach to eye wear.

Twentieth-Century Contact Lens Innovators

Dr. Frank Dickenson, upper left; Dr. Robert Morrison, lower left; and chemist Otto Wichterle in his lab on the right. Kevin Touhy's original patent for corneal contact lenses in the middle.



Giving Back



Kevin Bistline, OD

Learning the Language of Compassion

When Hurricane Sandy ravaged the east coast, Pennsylvania native Kevin Bistline, OD, traveled with OneSight to the Jersey shore to help residents there. That experience hooked him on the charity. This year, he ventured to South America to help impoverished Brazilians.

"Our staff represented 11 different countries speaking six different languages," Dr. Bistline says. "Most of us didn't know Portuguese." They learned to communicate through teamwork. Portuguese was translated into English, then into other languages. One Chinese volunteer spoke English, so he helped translate to fellow Chinese volunteers. The team also included British, Italians, Argentinians, Mexicans, Colombians and Brazilians.

"Language was a major barrier in the beginning, but the teamwork it created became the greatest part of the trip," he says. "The preconceived notions we had of China and that the Chinese had of the United States quickly fell away." The common thread they all shared was a strong sense of compassion.

"What I did was give glasses to children in need, but what I took home was the breaking down of borders, what it means to be a human being and a great sense of purpose and perspective."





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SAUFLON



BUSINESS

CooperVision Joins Forces with Sauflon

In August 2014, CooperVision completed its acquisition of Sauflon Pharmaceuticals Limited. This transaction—valued at approximately \$1.2 billion—gives CooperVision the ability to offer the most extensive range of daily disposable contact lens options to eye-care practitioners and wearers worldwide, with a daily disposable lens for every wearer and every budget.

Sauflon Pharmaceuticals Ltd., established in England in 1985, is a global manufacturer of contact lenses and aftercare solutions. It has three state-of-the-art manufacturing plants, sales offices in over 10 countries, and products sold in over 50 countries.

CooperVision, founded in 1980, is a unit of the Cooper Companies, Inc., with headquarters in Pleasanton, CA. CooperVision is one of the world's leading manufacturers of soft contact lenses sold in over 100 countries. The company produces a full array of daily disposable, two-week and monthly contact lenses, all featuring advanced materials and optics.

"Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace," says

Bob Ferrigno, CooperVision's President, North America. The process of combining both companies is swiftly underway at this time.

"This is a union that both executive teams are excited about and fully support," adds Ferrigno. "The move further solidifies CooperVision's commitment to customer-centered innovation, very much in keeping with our history of providing real advantages for our customers and your wearers. Meeting the needs of your patients and accelerating the growth of your business has never been easier."

Ferrigno adds that CooperVision is working very quickly and effectively to combine both companies' entrepreneurial and passionate teams to build an even stronger partnership for its customers. He says it's "business as usual for both companies" and encourages customers to continue to contact their CooperVision representatives for all CooperVision business and their Sauflon representatives for all Sauflon business. Ferrigno adds that updates will be shared via email, phone and on CooperVision's professional website at <http://coopervision.com/practitioner>.

"Our goal is to make the transition as seamless as possible," says Ferrigno.

Best Practice



Steven Lutz, OD

Beating the National Average

"Last month, **83 percent** of our sales were annual supplies," Steven Lutz, OD, says. "The national average is 18 percent." How does he get such high sales of one-year supplies?

"First, we assume everyone's going to want to buy a one-year supply and start from there. We don't give the patient any other options, initially," he says. "We explain that the rebates are good and it's more convenient—you have all the lenses you'll need for the year. The deal closer is that we tell them if lenses are lost or torn, leaving them short of a matched set, we'll give them free ones to get them back in sync." They also offer to swap out any open boxes of lenses if a prescription changes.

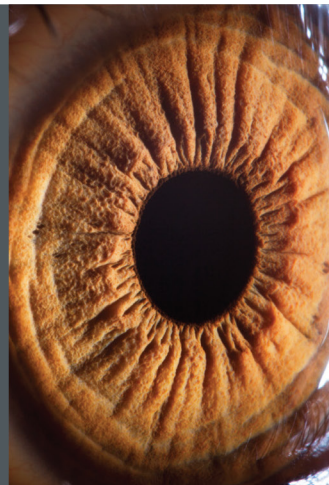
"That, combined with Contact Lens Initiative materials, all adds up."



The Eyes of an Artist

In the series, *Your Beautiful Eyes*, **Suren Manvelyan**, Armenia, captures the incredible details of the ocular organ through vivid up-close photography. The images show more than the mere color of someone's irides, revealing the surprising textures that lie just below the cornea. Along with a similar series on animal eyes, his work has appeared in *National Geographic*, *Wired*, *La Republica*, *Huffington Post*, *MAXIM* and many others.

A Renaissance man, Manvelyan also teaches physics, mathematics, projective geometry and astronomy. From 1997 to 2011 he served as a scientific researcher at the Institute for Physical Research of National Academy of Sciences.



Check Out Our Brand-New Annual Eye Exam Video!

<https://vimeo.com/96959505>
<http://youtu.be/yeGkS3RmwEo>





CONTACTS

Put Some Color into Your Practice



AIR OPTIX® COLORS contact lenses now offer a unique combination of breathability,* comfort, and beauty to fully capture the exciting potential for color contact lens growth in your practice. Here are some simple tips to help integrate them into your array of products without putting a strain on your staff.

1. Training

Encourage your doctors and staff to take advantage of Alcon's training opportunities to help with color selection and tips for success. If staff members want to wear AIR OPTIX® COLORS contact lenses, patients may view this in the same way they would a recommendation from a trusted friend.

2. Awareness

Almost 50 percent of color contact lens purchase decisions are made in the office,¹ so display AIR OPTIX® COLORS contact lens educational materials where your patients are most likely to notice them.

3. Conversation

To gauge a patient's interest in color contact lenses, try asking questions such as, "Are you here for clear and color contact lenses?" or "Have you ever wondered what you'd look like with a different eye color?" You can follow up with, "We have new color contact lens technology that is beautiful, breathable* and comfortable."

4. Selection

Seventy-two percent of interested patients already know which color they want prior to visiting your office,¹ so be sure to ask. For those who don't, recommend two colors

based on a color-selection chart. This is a big time-saver and makes it easy for patients to feel confident in their selection.

5. Enthusiasm

When a patient decides on a color, be enthusiastic and compliment her on the new look. Encourage a photo opportunity in the office. Patients can use their cell phone to take a photo of themselves with your name on the wall behind them so when they post their photo, recipients know where they were fitted.



The Eyes Have It!

Before their eye exam, patients can upload photos of themselves and see what different color contact lenses look like on them at the AIR OPTIX® COLORS Color Studio at airoptixcolors.com

* Dk/t = 138 @ -3.00D. Other factors may impact eye health.

References:

1. Based on a survey of 375 U.S. consumers interested in wearing color contact lenses; Alcon data on file, 2013.



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



Alcon

a Novartis company



CONTACTS

As I See It



Gretchen Brewer, OD

Retention Through TAB

Retaining your patients is the most cost-effective way to keep your practice thriving. One great way to improve patient retention is to maximize the potential of TAB, a resource available to all LensCrafters doctors. Here's how:

Step 1. Schedule:

- At check in, collect patient communication preferences
- During the exam share a compelling reason for the patient to return in one year such as spotting eye diseases early so they can be successfully treated
- At check out, agree with the patient on scheduling the Next Eye Exam

Step 2. Confirm:

- Once the Next Eye Exam is booked, confirm the appointment. Only then is the patient moved to the appointments page
- For phone confirmations, call 7 to 10 days before the appointment

Step 3. Remind

- Remember simple appointment reminders; they can increase show rates by 25 percent or more

Everyone needs a retention strategy in their office. Make sure someone in the office takes ownership of this process to really maximize the patient-retention percentage. Then track your patient retention percentage through the Office Detail Report in TAB. Create an incentive for your staff and raise that retention percentage to over 20 percent.



PROFILES

Reading the Acuity Test of Life



Polly Hendricks, OD



When Indiana OD Polly Hendricks was a young girl, her neighbor gave her a

pin for her birthday—a miniature pair of glasses studded with tiny rhinestones. “Sometimes I look back on that gift—which still sits in my jewelry box—and wonder if my neighbor might have known something I didn’t.”

Deciding on a vocation was actually a long and winding process for her. In high school, she considered going into social work or criminal justice. Then she spent a semester of undergraduate work in London and changed her mind. Instead, she decided she’d take a year off before finishing her undergraduate degree to think about her life’s direction. She found a local job through a college professor who needed a manager for his liquor store.

Somehow that one year off ended up extending to six years. When the professor’s son attended dental school, the idea caught her interest and she returned to college to study healthcare. “I hadn’t thought of optometry at all,”



Serving Time

Dr. Hendricks spends some of her practice time in Indiana prisons, offering eye care to inmates.

she recalls. “But when I studied optics in physics class, it intrigued me, so I decided to apply to optometry school.” She became an optometrist and today owns two thriving practices.

She also spent 10 years teaching at Indiana University. One of her pet projects was taking students into the Indiana state prison system to provide eye care for inmates. “I tried to help them in any way I could,” she says. “I remember, distinctly, one older man said, ‘Do you know you’re the first person who has smiled at me in two years?’”

Dr. Hendricks often thinks about the miniature glasses pin and wonders why it took her so long to find her calling. She adds, “In a way, the prison project fulfills my original career ambitions. I like to think of my time in the criminal justice setting as optometry social work.”

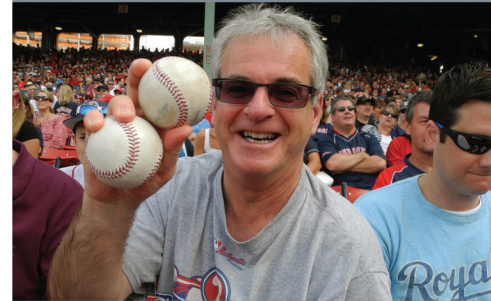


GALLERY



Is There a Doctor in the House?

Drs. Jeff Case, Paul Vaccarella, Kevin Goldstein and Andrew Zodikoff pose for the camera right before the ALLDocs Gala.



Two for One

Dr. Dale Stein snags not one, but two foul balls at Fenway Park this past summer in Boston, Massachusetts.



Say Wine and Cheese

Dr. James Williams, Aly Bistline, Drs. Kevin Bistline, Darius Unwalla and Harin Rajeev are all smiles during happy hour.

ALLDocs Members Get Special Treatment

This past August, **ABB Optical Group** introduced an exclusive phone line for LensCrafters ALLDocs members. The number to remember to quickly reach a dedicated customer service rep fully trained in all LensCrafters programs is **888.499.8992**.

Eye Openers!

#1

Where diabetes ranks as the cause of blindness in adults.

1621

Dutch astronomer and mathematician Willebrord Snell discovers the law of refraction.

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