

## ALLDocs Goes South of the Border



**Kerry Gelb, OD  
President**

It's time to start thinking about this fall's ALLDocs annual meeting! As you know, this event is a great place to share ideas, learn new things, pick up marketing tools, earn CE credits, share best practices and just have fun.

Our next gathering, October 18-23, 2015, will take us south of the border to sunny Mexico. This year's venue is The Fiesta Americana Grand Coral Beach Cancun Resort & Spa. Nestled on Cancun's finest stretch of private beach, it offers award-winning luxury including spacious suites with breathtaking ocean views, the Gem Spa with gemstone therapy and a 10-step hydrotherapy ritual, a beautiful lagoon pool that spans the length of the hotel, a variety of water sports including scuba diving and snorkeling, and local attractions including Chichen Itza, Tulum, Xcaret, Xel-Ha and Cozumel.

Dining options include the Five Diamond Le Basilic, the oceanfront fresh seafood

restaurant Isla Contoy and the authentic and stylish La Joya.

We're currently in the process of getting great speakers with a special focus on business issues that are relevant to your practice.

### Marketing That Brings Results

Last year, we promised marketing materials and we've already delivered on two of them—a handy Credo Code of Conduct for staff to create a better experience for patients, and a library of Facebook (FB) posts that ALLDocs members can cut and paste into their own practice's social media. The FB library features interesting health and practice-related information.

### Visionary Study

The first-ever ALLDocs Study is in progress with more than 70 people already signed up and 25 blood tests submitted. Stay tuned for updates!

### The ALLDocs Advantage

ALLDocs is here to support you. So, don't forget to reserve your space at the ALLDocs annual meeting this October and take advantage of all the great educational opportunities and marketing support we provide to help make your practice successful.



### PRESIDENT'S DESK



### GALLERY

#### This Year, It's Fiesta Time!



#### Little Slice of Paradise

The Fiesta Americana Grand Coral Beach Cancun Resort & Spa sits on the finest stretch of private beach.



#### Gourmet Dining on Many Levels

Experience authentic Mexican cuisine at the stylish La Joya Restaurant featuring a three-level dining room and Mariachi stage.



#### Gem of a Spa

Inspired by the unique healing energies of gems around the world, the famous Gem Spa features invigorating hydrotherapy.

#### Engulfed in Beauty

The 2015 Annual Meeting will take place in Mexico at the scenic Fiesta Americana Grand Coral Beach Cancun Resort & Spa.







## Vision Drives Marketing at J&J Vision Care



**Laura Angelini,  
President  
J&J Vision Care**

Laura Angelini is a native Italian educated in Rome, Italy. She studied foreign languages and English literature and graduated from the University of Rome with a thesis on Irish contemporary drama. Passion, energy, focus and results orientation define her leadership style and strategic vision.

More than 20 years ago while still working in Italy, she helped launch 1-DAY ACUVUE® there. Eventually, she moved into medical devices. In 2013, when she was tapped to take the helm at J&J Vision Care in North America, her career came full circle.

“The contact lens category is constantly evolving, but there are two changes in particular that stand out since my return to vision care—the rapid growth of daily disposable contacts and the development of contacts for astigmatism,” Angelini says. She sees both as being design and technology-powered growth categories. Another area of innovation driven by scientific advances is eye-enhancement contact lenses.

### The Beauty of the Future

J&J Vision Care recently launched the 1-DAY ACUVUE® DEFINE™ contact lens. Already the number-one beauty contact lens in Asia, it is now available at a limited number of independent eye doctors’ offices, with expanded product availability in the US to follow in the first half of 2015. The lens provides personalized eye enhancement that uniquely interacts with each iris pattern.

“It is not a colored contact lens,” she explains. “Colored contact lenses usually have opaque and pixelated patterns

that mask the natural beauty of the eye. 1-DAY ACUVUE® DEFINE™ offers subtle, natural-looking enhancement that allows the beauty of the eye to shine through.”

A consumer campaign next year will drive awareness of 1-DAY ACUVUE® DEFINE™ and encourage patients to schedule an eye exam. “We will also provide doctors with tools to promote the lens within their office including posters, brochures, website and social media assets,” Angelini says.

### The Pricing of the Future

In addition to launching new products, the company is concerned with how they are sold in the marketplace.

“Earlier this year, we introduced a new pricing strategy within the US, which included a Unilateral Pricing Policy (UPP) for our ACUVUE® OASYS® and 1-DAY ACUVUE® MOIST® Families and our 1-DAY ACUVUE® TruEye® Brand contact lenses,” she says. “This new pricing strategy and the variety of elements that comprise the program allow doctors to refocus the critical doctor/patient conversation on eye health and product performance, rather than cost.” She adds that it also enables patients to make the best purchasing decisions based on quality, clinical need and price.

### Partnership for the Future

“We believe the future of contacts is very promising and we will continue to provide patients and practitioners with innovative products to meet their needs,” she says. She adds that she looks forward to continuing her company’s ongoing relationship with ALLDocs.

“ALLDocs is an important and valued customer for J&J Vision Care. We look forward to working together to help drive more patients into your offices and provide them with contact lenses that meet new standards of vision, comfort, health and user experience.”



## New Study

### The First-Born Advantage

First-born children have historically had the edge on everything from inheritance to IQ. Now researchers at the Illinois College of Optometry have concluded that birth order can also affect vision. In the first known study of its kind, results suggest that first-born children tend to have better eye-movement skills, which suggest a higher reading readiness prior to entering kindergarten.

Professors at the Illinois College of Optometry in Chicago presented the findings at the 2014 American Academy of Optometry’s annual meeting held in Denver last November. The results suggest that coloring, drawing, putting together puzzles, solving mazes and working in activity books—activities first-born children are routinely encouraged to perform before entering kindergarten—may lead to better eye-movement skills at that age.

Apparently, it is more likely that parents will have the time to engage in such activities on a one-to-one basis with a first-born child.





## Consequences of Blue Light Overexposure



Jeffrey Morris, MD

Last year, a 13-year-old boy entered the San Diego practice of Jeffrey Morris, MD, with a strange collection of symptoms. "His mother told us he was constantly rubbing his eyes."

The attending doctor determined that the boy didn't have dry eye. "He discovered the patient was constantly on his computer, took his iPad to bed and even had a television in his room," Dr. Morris says. "He also had problems sleeping." BluTech Lenses were prescribed.

BluTech Lenses filter blue light and block UV—most importantly, without altering the patient's color perception—using a unique ratio of ocular lens pigment. The lenses provide the same protection, contrast enhancement and color perception to the eye as the natural yellow-brown coloration of the human crystalline lens.

Dr. Morris says BluTech is the only brand he's evaluated that effectively filters out blue light. "Other brands advertise blue-light filtering. But I have testing devices in my office that measure if glasses filter blue light and the other brands I've tested don't."

After a few weeks of wearing BluTech Lenses, the patient's mother reported that the new glasses had changed his life. "He stopped rubbing his eyes and was now sleeping like a rock," Dr. Morris adds.

Before technology, humans weren't exposed to blue light at night; the usual source is the sun. Blue light emitted from electronic devices shuts off melatonin production, which can disturb the natural circadian rhythm that induces sleep.

"We can tell people to turn off their digital devices, but that's unlikely to happen," he says. "An alternative is blue-light lenses."

Health ramifications to blue-light overexposure are just being explored. "Northwestern University recently published a study showing that blue light stimulates appetite, even after eating. Other studies have suggested that melatonin may be protective against cancer, so if you're shutting down production of melatonin at night, that could correlate with other health issues." Another reason to wear blue-light filters, Dr. Morris adds, is that blue-light exposure is toxic to the retina and over time can lead to age-related macular degeneration.

Dr. Morris reflects, "Blue-light overexposure is a subtle thing, but the health implications are surprisingly broad."

### Contact Lens Measures How Sweet It Is



Imagine slipping on a pair of contacts and having them monitor your blood-glucose levels. Last July, Google announced a partnership with Alcon, the Novartis eye-care unit, to develop a **smart contact lens** with the potential to do just that.

Google's prototype smart contact lens uses miniature sensors and a radio antenna thinner than a human hair to track glucose levels. Information about blood-sugar levels, which is particularly useful for people with diabetes, could be uploaded to most smart-phone devices and used by doctors and patients to monitor the data almost in real time.

The new lens is still early in its development and may take years to refine before it enters the marketplace.



## Giving Back



Tosh Arciaga, OD

### The World As a Classroom

OneSight has provided Florida OD Tosh Arciaga with many lessons. For instance, when packing for Paraguay during July, he forgot that seasons were reversed in the Southern hemisphere. "It was really freezing," he recalls.

Upon arrival, communicating with patients was challenging. "We had to go through two translators—English to Spanish to the local dialect, Guarini, and back."

In Nicaragua, he discovered how swiftly bad vision could rob a person's livelihood. "A nearsighted gentleman in his twenties lost his glasses so couldn't work," he recalls. Dr. Arciaga fitted him with new eyeglasses. "He smiled from ear to ear. He was so excited he could go back to work."

Since 2008, he has volunteered in Mexico, Central America, Paraguay, Africa, India, China and Indonesia. "I try to do at least one mission a year, sometimes more," he says. "Not only does it allow me to use my skills to help other people, but it helps me clinically because I see things overseas I don't usually see in my office."

He also has come to appreciate how similar people are worldwide. "Our languages and cultures may differ, but there's still something that connects us all—the ability of people to come together to help others."







CONTACTS



## Access to clariti® 1 day Contact Lenses Expanded

CooperVision celebrated the expanded availability of clariti® 1 day, the world's first and only family of silicone hydrogel 1 day contact lenses, at Academy 2014, the American Academy of Optometry's 93rd meeting in Denver this past November. CooperVision added clariti 1 day to its product portfolio through its acquisition of Sauflon in 2014, and is now significantly increasing access to clariti 1 day in the United States.

At the event, CooperVision hosted a special evening at an art gallery in Denver to re-introduce the industry to clariti 1 day. Despite the below-zero temperatures outside, eye-care providers enthusiastically attended the event.

*"I recommend clariti 1 day multifocal lenses because they have very good optics. Patients do well with them,"* says **Kerry Gelb, OD**. *"You should consider having them as an option in your practice. Best of all, they're UPP."*

*"clariti 1 day lenses have an excellent performance record in my practice."* says **Dale Stein, OD**. *"My success rate with the multifocal has been a real eye opener!"*

**Gretchen Brewer, OD** adds *"I fit clariti 1 day contacts because they offer the benefits of silicon hydrogel lenses, but*

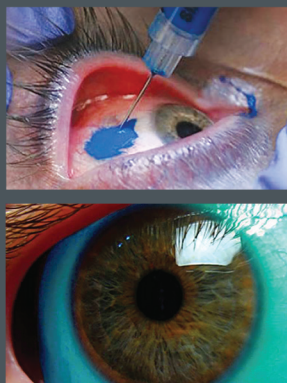
*they are priced more affordably than other lenses in its class. They offer correction for myopia, hyperopia, astigmatism and presbyopia, so you can get almost all your patients into this advanced technology. Patients appreciate being offered the newest technology at a price they can afford."*

CooperVision offers clariti 1 day trial sets and dispensing 30-packs and 90-packs. The lenses feature high water content to support excellent all-day comfort, high oxygen transmissibility to provide a healthier lens-wearing experience and low modulus, resulting in a soft, flexible lens.

*"clariti 1 day lenses combine the benefits of a proven silicone hydrogel material with the benefits of the daily disposable modality—the only brand to do so in sphere, toric and multifocal options,"* says **Bob Ferrigno, President**, North America, CooperVision. *"Now, eye-care practitioners have more options than ever for moving a greater number of patients into 1 day lenses, better meeting everyone's needs. The clariti 1 day family enables practitioners to retain and acquire more patients, effectively fitting more wearers and improving profitability for their practices."*

## Extreme TATTOOS

A new trend emerging from the U.S. prison population is wince-inducing for those who blink easily—tattoos for the eyes. The tattoos change the sclera to be blue (fans of author Frank Herbert's *Dune* series will appreciate this) or even red, completely changing the look of the eye to something otherworldly. It can take nearly 40 injections of ink in the eyes to complete this creepy effect. Although it seems like a new trend, eye tattooing—more commonly of the cornea—has been done for over 2,000 years. Corneal tattooing was quite common in the late 19th century and into the 20th century to correct defects such as corneal scarring and leucomas, which can now be corrected with contact lenses.



BUSINESS

## Best Practice



**Tessa Sokol, OD**

### Practice Tips: Concierge Service

Dr. Tessa Sokol, and her office staff brainstormed experiences they've had at hotels and other venues where they had been treated with outstanding care. They distilled that concept into their Madison, Wisconsin office's "concierge" service:

- Warm mission-style standing lamps decorate the waiting room to make it more welcoming
- Employees greet customers by name, introduce themselves and offer to hang up their coats
- In the pre-test room, patients receive a printed menu of free beverages including soda, coffee, tea, juices or water
- While waiting, customers are given an iPad with apps to play games or research information on the eye, eyeglasses or contact lenses
- Warm compresses with disposable covers are given to patients to soothe their eyes while they're dilating

The result of all of this low-cost pampering is increased word-of-mouth referrals. Says Dr. Sokol, *"It's all about creating a 'wow' experience for people whenever they visit."*







## Patients Respond to a Great Technology Story

For many contact lens patients, discomfort is so much a part of daily life that they do not discuss it with their doctors. But when eye-care technology comes along that can change the patient's experience, it's worth generating a buzz about.

Improving customer satisfaction in contact lenses can generate practice success. This requires our clinical expertise and advanced contact lens technology. In DAILIES® TOTAL1® water gradient contact lenses, for instance, the latest technology can bring significant comfort.

### Manage Expectations

The easiest patients to convert to this lens are the overtly uncomfortable ones—those who come in unhappy, frustrated and looking for something better. The more difficult to spot and counsel are patients who are cognizant of their discomfort in contact lenses, but don't complain about it—at least, not to their doctors.

When I talk with my patients about their experience in contact lenses, I am quick to add that contact lens technology has changed quite dramatically in the recent past. This is critical to emphasize; patients with 10 or 15 years in contact lenses may have been underwhelmed more than once by a new lens material. It helps to let patients know that contact lens discomfort is a recognized problem, but also, with regard to our ability to address it, that times really have changed.

### Share the Technology Story

DAILIES® TOTAL1® contact lenses are differentiated by their advanced technology and this makes for a great story. Begin by asking patients, "Why

do we have tears?" They typically respond, "To keep the eye moist;" to which I reply: "No! The real reason we have tears is to give us sharp vision by creating a smooth optical surface."

When we put a contact lens on the eye, it affects the ocular surface in complex ways.<sup>1</sup> The surface of the eye isn't very water-friendly. In fact, the tears would not stick to ocular surface cells but for a material called the glycocalyx, which adheres to these surface cells and transforms the environment from non-wetting to very wettable.

Then explain that the scientists who developed DAILIES® TOTAL1® contact lenses created something similar. They used water-loving surface molecules to hold moisture onto a lens core that would otherwise repel water.<sup>2,3</sup>

### Problem Solving and Beyond

DAILIES® TOTAL1® contact lenses are an excellent choice for patients who complain of dryness associated with their current contact lenses as well as for patients just starting in contact lens wear. The lenses are easy to handle, and they start a new wearer off with a very positive lens-wearing experience.

**Arthur B. Epstein, OD, FAAO, is the director of cornea-external disease and clinical research at Phoenix Eye Care, PLLC, and the head of the Dry Eye Center of Arizona in Phoenix, AZ.**

#### References:

1. Nichols JJ, Willcox MDP, Bron AJ, et al. The TFOS international workshop on contact lens discomfort: executive summary. *Invest Ophthalmol Vis Sci.* 2013;54:TFOS7-13.
2. Thekveli S, Qui Y, Kapoor Y, et al. Structure-property relationship of delectilcon A lenses. *Contact Lens Anterior Eye.* 2012;35(Suppl 1):e14.
3. Angelini T, Nixon R, Dunn At, et al. Viscoelasticity and mesh-size at the surface of hydrogels characterized with microrheology. *Invest Ophthalmol Vis Sci.* 2013;54:E-abstract 500.



## As I See It



**David Kreidler**  
Fox Eye Care Group

### The Fine Art of Talking

David Kreidler is a pro at scheduling appointments for patients by phone. Here are some of his insights into successful cold calling existing patients who are due, or overdue, for their annual exam.

- Find a quiet place away from the front desk where you can take time with the patient
- Remember, you have an edge over the impersonal "calling center" mentality used by telemarketers. People prefer to speak with a real person. Let them know you're from their neighborhood
- Try to sound upbeat and don't take offense if your appointment request is rejected
- If someone is having a tough day, try to be sympathetic. A little understanding goes a long way
- For people on the fence about coming in, remind them, "We value you as a patient and want to safeguard your eye health. Remember, catching a disease early makes it easier to treat"
- Take your time with patients. But once you get the appointment, don't over talk. Know how to end the call with phrases such as "We have your appointment set up and we look forward to seeing you"
- Be sure to ask if any other family members would like to be seen

**Alcon**

a Novartis company





## PROFILES

# Seeing the Good in Bad



**Frank Verdone, OD**

When he was 13 years old, Long Island native Frank Verdone recalls a pivotal moment in his life. His father's cousin, an optometrist, freed him from being a nerd. "He got me out of my glasses and into wearing contact lenses," Frank recalls. "It was a great feeling!" So much so, that it inspired him to pursue optometry as a career.

Verdone practiced for 24 years in Holbrook, Long Island until this past year when another pivotal moment occurred. "On Good Friday in March, I was diagnosed with ALS," he says. "I now refer to it as *Not-So-Good Friday*."

The prognosis for those diagnosed with Amyotrophic Lateral Sclerosis (ALS)—a neurodegenerative disease—is not great. But that isn't always the case. Stephen Hawking has lived with ALS for over 40 years and Verdone's current role model, Chris Pendergast, has lived with it for 21 years. Pendergast heads an organization, ALS Ride-for-Life, named for his notorious 16-day, 350-mile wheelchair ride from Yankee Stadium to Washington, DC,

where he met with the president and legislators in 1998.

Verdone was recently named to the board of the organization and presents educational talks on the disease to local elementary, junior high and high schools.

"As bad as the diagnosis was, the things that you don't realize in life are the connections you make with people," Verdone says. "Since my diagnosis, I've received such an outpouring of love, good wishes and gift cards... sometimes it takes something really bad to see something really good."

One example that stands out in his mind was when his brother organized family and friends to participate in an ALS walk on Long Island. "A woman ran up to my mother, crying, and told her she had to come because I saved her life." Based on signs he caught, she was diagnosed with multiple sclerosis in its earliest stages. "I thought I was just doing my job," he says. He now spends his time working to raise awareness and research money to cure ALS. Donations are gladly accepted at [www.alsrideforlife.org](http://www.alsrideforlife.org).

### Facts About ALS

- Most people who develop ALS are between 40 and 75 years old
- It is considered a rare disease: incidence is roughly 2 people per 100,000 annually
- Surveys show ALS is more common in men than women, though that gap may be closing

## Eye Openers!

### 6 to 8 Weeks

Age at which babies' eyes begin to produce tears.

### 1898

Year American Association of Opticians founded. Name changed in 1919 to American Optometric Association.

### 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**.

### THANK YOU TO OUR NEWSLETTER SPONSORS



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DIVISION OF  
**Johnson & Johnson** Vision Care, Inc.



## GALLERY

### Minutes From The Meeting...



#### Sight for Sore Eyes

Dr. Kerry Gelb joins Dr. Phoebe Lenhart who lectured at the ALLDocs annual meeting on preventing sports-related eye injuries.



#### Sweet Spot

ALLDocs golfers are pumped to tee off at the Hammock Bay Golf & Country Club.



#### Give Me Liberty

Dr. Bill Fox and Dr. Steven Lutz join Liberty Sport's Jill Fine and Linda Laube at the 2014 ALLDocs Partner Fair.



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