

JUNE 2015

ALLDocs Travels to the Land of the Mayans



PRESIDENT'S DESK



Kerry Gelb, OD
President

As you know, our next Annual ALLDocs Meeting, October 18-23, 2015, will take us to the Fiesta Americana Grand Coral Beach Cancun Resort & Spa in sunny Mexico. We're working hard on lining up some intriguing speakers on both the clinical and business sides of our practices. If you know of anyone you'd like to suggest as a speaker, we're still looking for a few more people to round out our roster. We'll have more detailed information on who will be headlining at our meeting's speaker podium in our next issue of ALLDocs *CONTACT*.

Reserve Your Place in the Sun

It's time to begin thinking about reserving your space at this fall's 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.

The Fiesta Americana Grand Coral Beach Cancun Resort & Spa is located

on Cancun's finest stretch of private beach and offers award-winning luxury. You'll enjoy spacious suites with breathtaking ocean views, the Coral Beach Gem Spa, a beautiful lagoon pool, water sports such as scuba diving and snorkeling, and local attractions including Chichen Itza, Tulum, Xcaret, Xel-Ha and Cozumel.

Spotlight on First ALLDocs Study

You may recall from our last annual meeting that more than 75 members volunteered to participate in the first ALLDocs clinical study. That study is almost completed and results will be shared in Cancun. More than 50 percent of the people who volunteered have sent in their retinal photos, blood tests and consent forms. If you haven't yet done this, please send them to my email (drkmg20000@gmail.com) soon so we can complete the study.

Hot Marketing Ideas

Last year, we brought you marketing materials to enhance your practices including a Credo Code of Conduct for staff and a library of Facebook posts that ALLDocs members can cut and paste into their own practice's social media. Currently, we're working on some exciting, new videos as well. Stay tuned; great things are going to happen.



GALLERY

Visions of Cancun



See the Pyramids along the Gulf

While at the annual meeting, escape to the Mayan pyramid of Kukulcan El Castillo in Chichen Itza, Mexico.



Clowning Around

Get in some snorkeling in the waters off Cancun. Perhaps you'll even find Nemo?



Le Restaurant Est Fantastique

Enjoy fine French cuisine at the 5-Diamond Le Basilic restaurant right in the hotel.

Fiesta Americana Grand Coral Beach Cancun Resort & Spa



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Partnering for Growth



**Angel Alvarez,
President
ABB Optical Group**

Angel Alvarez, founder and CEO of ABB Optical Group, has led a life that embodies the American Dream. His parents emigrated to the U.S. from Cuba in 1959, when he was 20 months old, to live in a free democracy.

“My parents really believed in education and worked extremely hard to educate their children,” Alvarez says. Those values followed him into his career in optical. Alvarez was the first sales representative for VSP in Florida, and then moved to CIBAVision where he served as a senior sales representative. In 1989, he purchased Co-Optics Distribution and started ABB Optical.

“I knew first hand from working with doctors’ offices that disposable lenses were going to create a logistical nightmare,” he says. “As small business owners, optometrists would not be able to keep up with demand, delivery and logistics. Ultimately they would end up doing more transactions for less money. I knew I could help them increase efficiency, drive costs down and grow profitability.”

ABB Optical did not get off to an easy start. “I was married with two kids. I had cashed out my 401K and I maxed out five credit cards to get myself off credit hold to keep the business moving.” The sacrifice and the risk paid off.

Today, ABB Optical Group supplies

nearly two-thirds of the eye-care professionals across the country with brand-name contacts, customizable gas-permeable lenses, custom specialty soft contact lenses, ophthalmic lenses and more. ABB also offers practice building services including pricing strategy tools, business reviews, annual supply training and e-commerce solutions. Four distribution centers in Coral Springs, Florida; Hawthorne, New York; Alameda, California and Marshfield, Massachusetts service the comprehensive needs of its customers.

In 2015, ABB will introduce new tools and services to help fuel daily disposable growth for eye-care practices, more insight-based consultancy services, and new e-commerce solutions to streamline the ordering process.

“I have always been committed to a partnership with eye-care practitioners,” he says. “We do everything we can to help optometrists manage their practices efficiently, effectively and profitably. ALLDocs members represent the most forward-looking and advanced contact-lens practices in the United States. We have grown together over the years, all the while keeping the patient firmly as the focus of our efforts.”

State-of-the-Art Facilities

ABB Optical Group has four distribution centers across the country to ensure timely delivery.



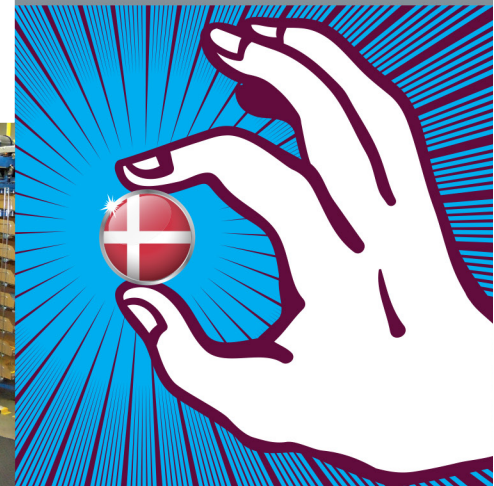
Made in Denmark

In the early 1980s, Danish ophthalmologist Michael Bay was concerned about hygiene- and allergy-associated problems he saw in his patients who were using extended-wear contacts. He decided the solution was to develop a lens that could be worn for shorter periods of time, then thrown away. To this end, he developed the first disposable contact lenses.

In 1982, Bay founded the MIA-Lens Company in Copenhagen where his new lenses were produced, and also invented the wet-cast molding system, which yielded better reproducibility than earlier methods. The lens, known as the Danalens, launched in Denmark. His savvy marketing team developed such innovations as the blister pack, weekly or two-weekly extended wear, direct-debit monthly payments and home shipments.

Bay’s new technology was snatched up by Vistakon in 1983. Four years later, Vistakon launched Acuvue Disposalens on a limited basis in Florida, expanding its market to the United States and the United Kingdom in 1988. Originally marketed to be worn for seven days and then discarded, that timeframe was changed by practitioners to two weeks.

As of 2012, there were approximately 120 million contact wearers worldwide. Disposable soft lenses in some form are now the first choice for nearly all new contact lens wearers.





Looking Back: 29 Years of ALLDocs Meetings

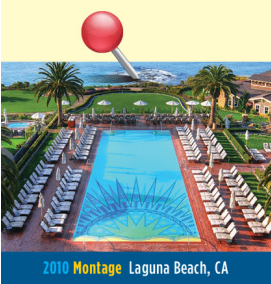
If you've ever wondered where the ALLDocs Annual Meetings have taken place, here's a complete listing to satisfy your curiosity! How many of these meetings have you attended?



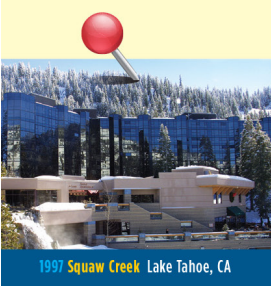
2015 Coral Beach Resort Cancun, MX



2013 The Broadmoor Colorado Springs, CO



2010 Montage Laguna Beach, CA



1997 Squaw Creek Lake Tahoe, CA



1991 Caesar's Palace Las Vegas, NV

2015	Coral Beach Resort This Fall	Cancun, MX
2014	Marriott	Marco Island, FL
2013	The Broadmoor	Colorado Springs, CO
2012	LeBlanc Resort & Spa	Cancun, MX
2011	Boca Raton Resort & Spa	Boca Raton, FL
2010	Montage	Laguna Beach, CA
2009	LeBlanc Resort & Spa	Cancun, MX
2008	The Breakers	Palm Beach, FL
2007	Fairmont Princess	Scottsdale, AZ
2006	Gran Porto Real	Playa Del Carmen, MX
2005	RitzCarlton	South Beach, FL
2004	The Palms	Las Vegas, NV
2003	RitzCarlton	Cancun, MX
2002	Four Seasons	Las Vegas, NV
2001	Hyatt Hill Country Resort	San Antonio, TX
2000	Charleston Place Hotel	Charleston, SC
1999	Coeur d'Alene Resort	Coeur d'Alene, ID
1998	Grove Park Inn	Asheville, NC
1997	Resort at Squaw Creek	Lake Tahoe, CA
1996	Doral Resort & Spa	Miami, FL
1995	Coeur d'Alene Resort	Coeur d'Alene, ID
1994	The Homestead	Hot Springs, VA
1993	The Desert Inn	Las Vegas, NV
1992	The Desert Inn	Las Vegas, NV
1991	Caesar's Palace	Las Vegas, NV
1990	No Meeting	—
1989	Kingsmill Resort	Williamsburg, VA
1988	The Aladdin Hotel	Las Vegas, NV
1987	Surf and Sand Hotel	Laguna Beach, CA
1986	The Drawbridge	Ft. Mitchell, KY



Giving Back



Melanie Kiser, OD

The Yearly Reality Check

In 1998, North Carolina optometrist Melanie Kiser knew a nurse who had traveled on a memorable medical mission to Peru.

"When she returned, she was going on about how great it was," Dr. Kiser recalls. Shortly after, she signed up with OneSight. Ironically, her first mission was to Peru. Since then, she has visited South and Central America, the Caribbean and Asia.

"I saw a Bolivian woman who was extremely farsighted," she recalls. "The gratitude on her face when she put on her first eyeglasses and could see clearly solidified why we leave our families and travel abroad to help people. Now she was able to return to her sewing."

Dr. Kiser says adjusting to another culture is easy. Her greatest challenge was reverse culture shock. "After a couple of weeks of traveling everywhere with a team of doctors who'd become my instant friends, I came home and was really shocked at the impatience of some people. I thought 'Everyone should spend two weeks in a third-world country!'"

"OneSight is my yearly reality check," she adds. "When you see how the rest of the world lives, you come back with a more grateful heart for all we have here."

OneSight. Two Locations

Dr. Keiser volunteered both in Arequipa and Juliaca, Peru.





CONTACTS



CooperVision™

LENSCRAFTERS™



BUSINESS

Benefits without Compromise

LensCrafters 1-Day Premium Daily Disposable Contact Lenses

An Interview with
Gary Orsborn, OD, MS, FAAO

Almost every year, advancing eyewear technologies produce increasingly innovative products. One of the latest breakthroughs is CooperVision's oxygen-efficient technology contact lenses—the LensCrafters 1-Day Premium daily disposable.

“The challenge in creating an optimal daily disposable contact lens was developing a product that didn’t compromise on comfort, breathability or ease of handling,” says Dr. Gary Orsborn, Vice President, Global Professional and Clinical Affairs at CooperVision.

The new silicone chemistry rewrites the rules of oxygen permeability. It shapes silicone into a network of channels that are much more efficient at delivering oxygen through the lens. So, minimal raw silicon is needed for optimal oxygen permeability. This means more water can be integrated into the material, creating a lens with the best of both the hydrogel and silicone hydrogel worlds.

“As a result of this new technology, LensCrafters 1-Day Premium lenses eliminate the tradeoffs that compromise other premium silicone hydrogel daily disposables,” Dr. Orsborn explains. “The silicone technology makes the lenses genuinely wetttable from within: There are no coatings, additives or surface treatments required. That means you get long-lasting comfort and effortless ease of use in a way that no other premium daily disposable delivers.”

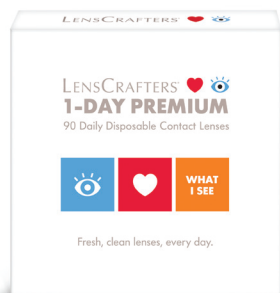
LensCrafters 1-Day Premium contact lenses are entering the U.S. market—with an early introduction to ALLDocs

members—following its introduction in Europe and other markets.

“The feedback we’ve received from patients and doctors is quite positive,” Orsborn says. With 54 percent water content, the lens offers long-lasting comfort. In fact, in a clinical study, LensCrafters 1-Day Premium lenses provided superior end-of-day comfort, and handling was preferred by patients five to one over the leading daily disposable brand.¹

Research suggests that one in three of those who stopped wearing contact lenses do so in the first three months of starting wear, with the largest reason for patient dropout being difficulty with application and removal.² “If both insertion and removal are easier for patients,” Dr. Orsborn explains, “that may mean better profitability for practices. When patients have less difficulty handling the lens, it cuts staff time on patient training and it may also reduce the risk of patients dropping out of lens wear.”

“Daily disposable lens wearers deserve to have it all: superior, long-lasting comfort, healthy breathability, effortless handling and UV protection,” says Dr. Orsborn. LensCrafters 1-Day daily disposable contact lenses deliver those benefits without compromise.”



References:

1. Data on File.
2. JJVC Data on File 2011, Contact Lens Incidence Survey, CL dropouts aged 16-54 years (16-64 in UK) in UK, France, Germany, Italy, Spain, Russia, Poland, Saudi Arabia, Sweden and Turkey.

Best Practice



Karen Norman, OD
Annapolis, Maryland

Practice Tip: Low-tech Offers Tangible Solution

One of our newest best practices comes from my office manager. She noticed that we sent our patients home with a lot of loose papers that could easily get lost. So, she suggested we design a practice-branded, two-pocket folder. Nestled inside are the patient's prescriptions for eyewear, and if needed, eye drops or nutritional supplements. It also contains educational material related to health issues such as diabetes or high blood pressure, information on common conditions such as dry eye and an explanation for why an annual exam is so important. One inside pocket has a notch for a business card, which we use, instead, to insert a practice-branded refrigerator magnet displaying their next annual exam appointment. The folder goes home with patients and provides them with a place to keep all the information related to their eye health. I see people in the Annapolis Mall walking around with our folders and coming back for follow-up appointments with them.



Monthly and Daily Disposable Multifocals Feature Same Design

As baby boomers transition into the later stages of presbyopia and the generation Xers enter early presbyopia, having options that deliver on both vision and comfort is vital to the success of contact lens practices. With a single, proven fitting paradigm and advanced material technologies, the AIR OPTIX® AQUA Multifocal and DAILIES® AquaComfort Plus® Multifocal contact lenses offer patients great vision and comfort for any lifestyle need.

After its launch in 2010, the AIR OPTIX® AQUA Multifocal contact lens quickly became one of the most popular monthly disposables in the United States. The Precision Profile Design incorporated an adaptive minus-power profile, and a center-near design that works synergistically with the eye's natural pupillary function. They are designed to give patients consistent and outstanding binocular-distance vision. Patients accept more plus power at a distance with these lenses, thus near vision is improved without increasing the ADD power. At the same time, the lenses maintain great distance acuity.

Daily-disposable Option

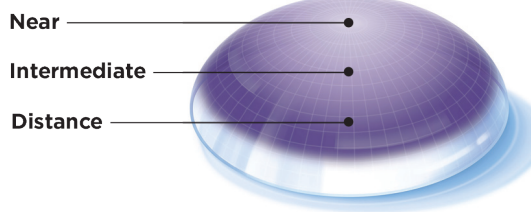
More recently, Alcon introduced the DAILIES® AquaComfort Plus® Multifocal contact lens. This lens incorporates the same Precision Profile Design of the AIR OPTIX® AQUA Multifocal. Its parameters mirror that of the monthly lens one-for-one across all three ADD powers. With no new fitting process to learn, the new lens can seamlessly integrate into any multifocal practice.

Alcon

a Novartis company

For patients who crave the convenience and comfort of a fresh new lens every day, along with blink-activated technology that helps result in a stable tear film, DAILIES® AquaComfort Plus® Multifocal lenses are ideal. AIR OPTIX® AQUA Multifocal is a smart choice for patients who desire more breathability*, and a lens that offers consistent comfort.

Fitting this design doesn't waste valuable chair time. A typical fit involves the initial visit and a single follow-up. In addition, to streamline the fitting process further, Alcon recently launched their eye2eye™ app as a reference. This user-friendly app is a useful tool for determining initial diagnostic lenses by simply entering the patient's most recent eyeglass prescription.



The Anatomy of a Multifocal Lens

The Precision Profile Design incorporates an adaptive minus power profile, and a center-near design that works synergistically with the eye's natural pupillary function.

* Dk/t = 138 @ -3.00D

Important information for AIR OPTIX® AQUA Multifocal (lotrafilcon B) contact lenses: For daily wear or extended wear up to six nights for near/farsightedness and/or presbyopia. Risk of serious eye problems (i.e., corneal ulcer) is greater for extended wear. In rare cases, loss of vision may result. Side effects like discomfort, mild burning or stinging may occur.

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



As I See It



Sean Fein, OD

It's All About the Math (and the Money)

One of my favorite things to do for my new part-time, one-day disposable contact lens patients is talk about the amount and cost of the contacts they'll need, thereby setting the proper comforting tone for the purchase.

Many part-time, one-day patients are oversold on their supplies, pushing their next annual-exam visit (and fee!) to greater than one year away. To minimize this, I ask patients how many days per week they wear their lenses on average and prescribe accordingly. Patients usually fall into one of three categories:

1. The Weekend Warrior:

Only Saturdays and Sundays: One 90-pack per eye

2. The Halfsies:

Three to four days and a vacation or two: Four 90 packs

3. The Five-Timer's Club:

Contacts on weekdays and specs on the weekends: Six 90 packs

My goal is to see these patients around the same month every year. Taking into account CL price matching and barring any contact lens rebate dilemmas, that annual-exam fee is usually more profitable over time than pushing the extra box or two. It is always best when the math (and the money) are in focus.



PROFILES

Optometrist Holds Court in Atlanta



Cynthia Cieszko, OD

When optometrist Cynthia Cieszko isn't looking into the eyes of her patients at Perimeter Eye Group in Atlanta, she trains her gaze on a tennis ball. An active member of the Atlanta Lawn and Tennis Association (ALTA), she plays in matches throughout the city—sometimes against people half her age. ALTA, founded in 1934, is affiliated with the United States Tennis Association.

"Atlanta is a big tennis city, so I play in a lot of different tennis leagues," Dr. Cieszko says. She definitely has a lot of company. ALTA has an astounding 80,000 members who regularly play in matches around the city. One of the tennis players from her health club made it all the way to Wimbledon one year. "That's our club's claim to fame!" she quips.

Since her second-favorite past-time is hiking in national parks, her tennis competitions keep her in shape for vacations at Yellowstone Park, the Grand Tetons and other scenic venues.

Tennis also occasionally offers her some fleeting competitive glory.

Dr. Cieszko plays on a health club tennis team that is one of eight teams in her division. In 2008, her team won her division and went on to win the Atlanta City Championship. Winners are presented with a large plate and runners up receive a smaller plate. She has one of each kind at home and figures if she can win enough competitions, someday she might be able to assemble a full set of dishes.

"I've been playing tennis a long time. I started in the early nineties," she says. "One of the contact lens representatives invited me to her health club as her guest to play and I liked it." The club they played at was down the street from her Perimeter Mall location, which made it easy for her to build the sport into her routine.

Asked where she keeps all of the shiny championship plates she's won, she says, "I don't know exactly where they are. I've recently moved and they're probably in a box in the garage."



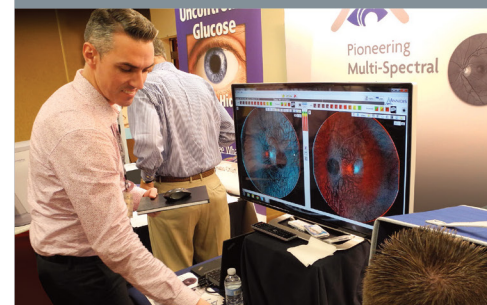
GALLERY

Minutes From The Meeting...



A Warm Welcome

Top: (L to R) Ellen Green Stein, Sammy Hysenaj, Dr. Steven Lutz, Tina Lutz. Bottom: Dr. Gretchen Brewer, Barbara Hults and Heather Kreidler welcome guests to Marco Island.



A Need For Annidis

Barry McDonnell demonstrates the versatile Annidis RHA™ multi-spectral imaging digital ophthalmoscope at the ALLDocs Partner Fair.



Happy Hour

Dr. Michael Howlette joins Dr. Millicent Knight, Lisa Finnerty and Debbie Zierler just before the ALLDocs Welcome Reception.



CONTACT

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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!

30 Million

Number of people in United States who wear contact lenses.

31 Years

Average age of contact lens wearers worldwide.

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