

SEPTEMBER 2015

## Last Call for the ALLDocs Cancun Express!



**Kerry Gelb, OD**  
President

Our Annual ALLDocs Meeting, October 18-23, 2015, is almost here. More than 90 members have already signed up. If you haven't, there's still time! Register today so you won't miss this spectacular event. As you've come to expect, we are meeting at a great venue with outstanding speakers!

### All Aboard for Luxury

This year's meeting takes place at the Fiesta Americana Grand Coral Beach Cancun Resort & Spa in sunny Mexico. This resort is located on Cancun's finest stretch of private beach and offers award-winning luxury. You'll enjoy spacious suites with terraces that face the Caribbean, the Coral Beach Gem Spa, a fitness center, a beautiful lagoon pool, water sports such as snorkeling and scuba diving and local attractions including Chichen Itza, Tulum, Xcaret, Xel-Ha and Cozumel. The resort also features one of only five restaurants in Mexico that holds the Five Diamond distinction—

Le Basilic. At this quaint restaurant, you can enjoy a French-Mediterranean menu under the guidance of Chef Henri Charvet of Paris. *Global Traveler* magazine has recognized the Fiesta Americana as the best hotel chain in Mexico for the fourth year in a row.

### Your Window on New Data

Our speakers this year range from television personality and physician Derrick DeSilva, Jr., MD, discussing the human microbiome to California optometrist and college professor Andrew Mick presenting an engrossing talk on MRSA infections. Thanks to our members and others who participated in the first-ever ALLDocs study, cardiologist Jeffrey Gold, DO, and I will be presenting results on retinal imaging and insulin resistance. Other talks will cover emerging glaucoma and cataract treatments, motivational coaching, the science of macular pigment and the latest trends and technologies in optometry.

### Destination for Fun and Learning

So join us for another exciting annual meeting where you can network with colleagues, earn continuing education credit, learn something new and enjoy the warm, soothing Gulf Coast breezes of Mexico.



### PRESIDENT'S DESK



### EDUCATION

## Speakers Bureau

Who's Lecturing at the Annual Meeting?



**Derrick DeSilva, MD**

New Jersey internist **Derrick DeSilva Jr., MD** will provide an overview of the human microbiome, the implications of poly-pharmacy on aging, and the critical role of iodine and vitamin D on health. He is also part of the senior attending staff at RBMC and on the teaching faculty at JFK Medical Center in Edison, New Jersey.



**Jeffrey Levenson, MD**

Florida ophthalmologist **Jeffrey Levenson, MD** will discuss emerging glaucoma and cataract treatments, as well as provide an update on progress in reducing blindness in developing countries. Active in many charities, he has coordinated Jacksonville's Gift of Sight program, providing free cataract surgery to blind and medically indigent patients.



**Brian Biro**

"America's Breakthrough Coach," motivational speaker **Brian Biro** will help energize your practice team to a new level. He has successfully coached teams from athletics to corporate boardrooms and has appeared on CNN's *Business Unusual*, *Good Morning America*, and the Fox News Network. He is also the author of 10 books including the best-selling *Beyond Success*.



**Prof. John Nolan, PhD**

**Professor John Nolan, PhD**, Ireland, will discuss the science of macular pigment, and how this pigment enhances visual function in patients with AMD. Professor Nolan is Howard Chair in Human Nutrition, a Fulbright Scholar and a European Research Council Fellow. He is also Chair of the International Macular Carotenoids Conference, Cambridge University, UK.



Fiesta Americana Grand Coral Beach Cancun Resort & Spa

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## The Resurgence of an Iconic Brand



**Mark McKenna,**  
VP, General Manager  
**Bausch + Lomb**  
Valeant Pharmaceuticals

Mark McKenna began his career with Johnson & Johnson Vision Care and later joined Bausch + Lomb (B+L), a company with tremendous heritage in eye health, leading several domestic and international sales and marketing teams. Fifteen years later, he's the Vice President and General Manager of B+L, and believes his tenure in the industry has helped his deep understanding of the business and which aspects are most valued by optometrists and their patients—advanced technology.

Today B+L has more new products in its pipeline than when it was acquired two years ago, and since has become the fastest growing contact lens manufacturer in the United States.

"We're confident we have a stronger and more robust pipeline of innovative product offerings than ever before. In the last four years, B+L has introduced several new products and has six more launching over the next year."

Among the most recent of launches was the Bausch + Lomb ULTRA® contact lens with MoistureSeal® technology, designed to help prevent lens dehydration and provide excellent end-of-day vision for digital device users. The lens has been extremely well received by ECPs, becoming the number-one refit lens in the United States in less than one year. In addition to Bausch + Lomb ULTRA®, the company recently launched Biotrue® ONEday for Presbyopia contact lenses

featuring a next generation 3-Zone Progressive™ design.

"Bausch + Lomb ULTRA® is our platform for monthly disposables and Biotrue® ONEday for our daily disposable products. These are novel materials with novel designs."

When the company launched the Bausch + Lomb ULTRA® contact lens, the lenses were exclusively available through optometrists' practices. "We fully support and place vital importance in working with optometrists and their practices. They offer the highest level of service to their patients and this was one way we could provide the same to them."

McKenna also has a personal tie to the industry, as his daughter was born prematurely with vision challenges and later developed amblyopia. "This experience really reinforced my respect for the profession and created an even greater sense of urgency in how I, and B+L, provide the best tools and services possible to meet their needs."

Delivering on those needs has been reinforced even more under Valeant's decentralized structure, he says, since decisions can be made in the local market. "It's extremely empowering and allows our teams to respond to the marketplace quickly and efficiently."

Even with the great progress already made, he says the company only sees this as the beginning. "United with Valeant, B+L is even more committed to bringing innovation to the market. By working in partnership with our customers and their patients, we will continue to deliver more products and address more unmet needs in the eye-care space than any other company in the industry. It's an exciting time to be at B+L."



ONESIGHT

## Giving Back



**Ray Whetstone, OD**  
Naples, FL

### Vision that Grows the Heart

"What we often take for granted is completely unavailable to other people in the world," says Florida optometrist Dr. Ray Whetstone. "During one of my recent OneSight missions, a woman walked three days to see us because she was the only one in her village who could read and she'd share the stories in newspapers with her neighbors."

Volunteers pack considerable work into a limited timeframe. In 2004, he traveled to Nicaragua for the first manufacturing clinic. "We set up in a high school gymnasium and over four-and-a-half days, performed over 3,000 eye examinations and dispensed over 6,000 pairs of new eyeglasses."

Like most volunteers, Dr. Whetstone is passionate about OneSight. "If you want to transform your life, do a mission. It will change your life. It will open your eyes. It will let you experience things that will break your heart into little pieces and let it grow three sizes." He adds, "We go on these mission trips because this is our heart and soul. When I retire, I intend to do this as long as I can."





## When Opportunity Stares



**E. Dean Butler,  
Retired Founder/CEO  
LensCrafters**

Dean Butler attributes his success to mindfulness. “Opportunities have stared me in the face, and I seized them,” he explains. When he learned lenses only took 20 minutes to make, the former Procter and Gamble executive founded LensCrafters and revolutionized the optics industry with the concept of “glasses in about an hour.”

In the late 1980s, Butler finally sold LensCrafters and took his “glasses-while-you-wait” concept overseas. He opened stores in Europe, Australia and Russia. All told, he has had 2,200 optical stores in 29 nations.

Although he is “sort of retired,” he still dabbles in business projects.

### Land of Scooters

India is a nation of over 1.3 billion people with 500 million who seriously need eyeglasses, but have no real accessibility to optometry.

“The challenge is to focus on correcting the vision of people such as taxi and bus drivers, tens of thousands of whom should not be driving,” Butler says. “Proper medical exams are out of the question for these people; there is not remotely enough capacity.” There is, however, the Internet.

“In India, even the poor have smartphones and people buy things online,” he says. Their mode of delivery is unique. A courier brings the package to the buyer’s home. If the buyer likes it, he or she pays in cash. Rejected products are handed back for return.

### Enter LensKart

Eye care is unregulated in India. “Over seventy percent of LensKart business is via the Internet,” he says. Currently, LensKart is training 130 people a month to reach the poor by scooter for \$1.50 a visit.

“They carry auto-refractors on scooters to get out to those people who are otherwise unreachable. Appointments are made by smartphone. Our courier visits their house by scooter, performs a basic refraction on everyone at the house and then offers a selection of eyeglasses.”



“One unexpected result: ‘There is a significant demand among wealthy people who do not want to venture out into the very crowded commercial districts. Obviously, when our people visit them, they bring a different kit of eyeglasses.’”

### Candy Bars and Contacts

Will contact lenses eventually be sold through vending machines like candy? They already are, says Dean Butler, whose business associates in Russia currently have more than 500 contact-lens vending machines in gas stations near Moscow and are in the process of installing machines in Berlin.

Butler says contact vending machines may someday hit the shores of the United States. The only difference would be that due to regulations, the prescription and identity of the buyer would need to be established—something that could easily be accomplished through QR codes sent by cellphone text.



## The Crystal Eyeball

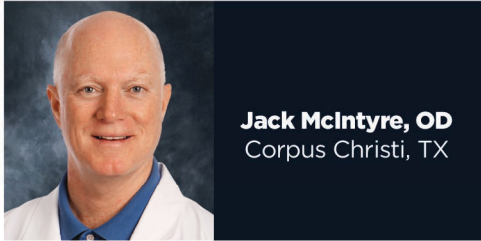
E. Dean Butler has long anticipated and capitalized on trends in the eye-care industry. Based on what he has observed in worldwide marketing, he offers some predictions for us to consider:

- Watch out for contact-lens vending machines. It is only a matter of time before they reach the U.S. market
- Someday soon, contacts will no longer be prescribed based on a brand-by-brand basis; they will be written on a polymer-by-polymer basis
- Refraction may take to the Internet. The technology already exists to get an accurate refraction (not an eye exam) from home on a personal computer
- The single biggest threat to optometry in the U.S. today is the unbundling of refractions from medical exams
  - This can be countered. Four percent of patients are currently referred from optometrists to ophthalmologists for cataract operations. That relationship can be expanded
  - Establish corrective prescription expertise. Ophthalmologist remake rates for prescription changes are four times as high as optometry errors
- Start watching what’s going on and decide where you want your practice to be in 25 years. By being one step ahead, you can capitalize on changes rather than be diminished by them





## Doctor Focuses on the Future of Contacts



**Jack McIntyre, OD**  
Corpus Christi, TX

When Jack McIntyre, OD, began wearing clariti® 1 day multifocal silicone hydrogel daily disposable lenses, it was because he wanted to try a new technology before recommending it to his patients. He runs a busy practice in Corpus Christi, Texas, where his nine doctors and 40 assistants see 2,000 patients a month.

"I wasn't unhappy with my monthly multifocals, but with my dry eyes I couldn't get more than a couple weeks out of each pair," says Dr. McIntyre. "More and more of my patients will be wearing them, so I thought I'd try out the one-day lenses for myself. I wasn't disappointed. I enjoy better comfort, can go longer into the evening wearing them and the vision is excellent."

Dr. McIntyre believes it's important to keep current on the latest technologies. "I love being the first on the block to do something new. It's better for my

patients and my practice. As newer materials come out, I feel I owe it to my patients to offer those advantages." With clariti® 1 day contact lenses those advantages include comfort, a modulus that enables easy handling, more healthy oxygen to the eyes and also outstanding vision.

"This lens covers all objections patients may have," he adds. He finds it simple to upgrade patients to this lens. "The easiest ones are the patients who gave up on or are not thrilled with their contacts. It's a comfort-driven thing. Particularly for dry or allergy eyes, it tends to work out quite well."

He finds the lenses easy to fit. "The fitting guide works well. One advantage of multifocal contacts is that you do not lose your peripheral vision and you don't have to hold your head a particular way as you would with glasses." He also likes the UPP price protection.

"One days are the future of contacts," he adds. "They reduce eye infection. I like how these contacts hit all the cylinders: they feel good, handle well and are very healthy to the cornea plus they offer the convenience of throwing them away at the end of the day."

### The clariti® 1 day family of silicone hydrogel lenses.



## Best Practice



**Robert Soltys, OD**  
Austin, TX

### At Your Service

The key to most successful service-oriented businesses is the consumer experience. Here are tips on how we accomplish that in our practice:

- 1. Greetings:** Even if the office is busy, we make eye contact, warmly welcome patients and let them know we'll be right with them.
- 2. Comfort:** Our office is clean and has a spa-like design with an aquarium, water fountains and earth-tone colors.
- 3. Friendliness:** We surround patients with warm, smiling faces. Everyone in the practice greets our patients.
- 4. Beverages:** Patients are asked if we can bring them water, coffee or juice boxes, or they can also help themselves.
- 5. Diversions:** We play music up front and offer Netflix in the back while the patients wait.
- 6. Timeliness:** Patients' time is respected. If we run late, we let them know and will offer the option of rescheduling.
- 7. Education:** At the end of each appointment, patients are asked if there are any questions.
- 8. Technology:** We explain our technology and what it does for them.
- 9. Appreciation:** At the end of the appointment, we always thank patients for their business.

Patients expect clinical knowledge; we focus instead on being a very personable neighborhood practice.



## BluTech® Lenses: When the Sun Moves Inside

Blue light is naturally emitted from the sun and helps regulate melatonin in the brain, which activates the natural sleep-wake cycle. But what happens to that natural cycle when the sun moves into your patients' homes?

That's just what's happening with the blue light produced by most electronic devices including LED TVs and bulbs, computers, tablets, smartphones, handheld video games—even CFL light bulbs. Blue-light exposure disrupts the natural sleep-wake cycle, resulting in sleep deprivation. It also contributes to Age-related Macular Degeneration—and for some patients, blue light may trigger migraines.

"The dangers of blue light are becoming more evident," said Greg Naes, CEO of Eye Solutions Technologies, LLC. "Federally mandated energy-efficient lighting, and our 24/7 dependence on technology, may negatively impact both eye and general health. BluTech® Lenses offer a natural solution to these problems."

### Migraine Relief

One optometrist in Arizona recalls a patient who worked on a computer more than eight hours a day.

"Every day she was coming home with a migraine," he says. "We had just started taking BluTech® Lenses in the



practice so I asked if she would be my 'guinea pig.' I offered her a guaranteed refund if she wasn't happy. Three weeks later, I asked how she liked them and was amazed by her answer: 'Since I've had them, I haven't had one migraine.'"

### A Natural Approach

Based on peer-reviewed science and derived from nature, BluTech® Lenses are infused with the two main natural eye protectants—ocular lens pigment and melanin—in the optimal ratio to help block UV and filter harmful blue light while preserving natural color perception.

The lenses are distributed by many great suppliers and progressive brands and are VSP approved. They are available in both indoor and outdoor options. To help protect your patients simply email: [info@blutechlenses.com](mailto:info@blutechlenses.com).

### Understanding Blue Light

While not all blue light is bad, Greg Naes says some product marketing around "selective blue-light filtration that claims to filter out the bad and let in the good" can be misleading. Here's why:

- Only a little bit of blue light is needed to activate the brain—between the wavelengths of 459 and 484 and only during the day
- At night, the very light in small amounts that activates the brain during the day needs to be filtered
- All of today's solutions, except for "Blue Blockers" which filter out all blue light, let in enough light to function. However, only BluTech filters light in the 459 to 484 range that has been shown in cases to improve sleep and well being

"By filtering the right amount of light at each wavelength, we allow the patient to experience improved daily vision, protecting from long-term vision loss, and in many cases, better overall health and improved sleep," Naes says.



## As I See It



**Harin Rajeev, OD**  
Princeton, NJ

### Transitioning a Practice

Imagine taking over a busy practice where seven doctors and over 20 employees see an average of up to 800 patients a month. Dr. Harin Rajeev of Princeton recently did that, and shares tips on how to make that transition easier:

- 1. Start early.** You'll need a new Tax ID, business bank accounts, vendor accounts, and re-credentialing for insurance plans. That can take up to several months.
- 2. Establish a presence.** Have the departing doctor introduce you to patients. If you are new to the practice, make sure you're on premises several months ahead of time.
- 3. Retain staff.** Our loyal patients really love the staff. They interact with them a lot more than us. Seeing the same staff provides a sense of familiarity.
- 4. Keep in touch.** We started a quarterly online newsletter that keeps patients current with our optometry practice.
- 5. Make changes slowly.** Changing ownership is already a big change. Staff and loyal patients are accustomed to the way things are. Make small changes over time.

"It was very humbling to get acceptance from patients and staff alike," Dr. Rajeev reflects. "Their support made the transition easier for me."



## PROFILES

# Shining a Light on Autism



**Tamara Maule, OD**  
Boca Raton, FL

Florida optometrist Tamara Maule, OD, and her husband had their only child, Zachary, in their thirties. A healthy, good-natured baby, he was slow to walk and talk. When at the age of 18 months he still had not developed his motor or speech skills, he was diagnosed with autism.

"I knew absolutely nothing about autism. He defied the stereotype of the child sitting in the corner. Because he was so social, no one suspected that he was autistic," she says. She adds that he also displayed a playful sense of humor.

"At 23 months, he was still crawling," she recalls. "One day we heard giggling from his room, so we snuck up, peeked in and saw him marching around his room in a circle, giggling hysterically. When we walked in, he dropped to the floor and began crawling again." They informed their mischievous toddler that they knew he was perfectly capable of walking, so there was no point in his crawling anymore—so he didn't.

"He's very sociable. He's the one at a party who grabs the microphone and walks through the crowd," she says. Where his autism becomes visible is in his schoolwork. He still functions at around the kindergarten level.

He does, however, get to have some

experiences that typical children don't. Surfers for Autism is a group of professional surfers and volunteers who hold parties for autistic children and take them out surfing. "His favorite thing is the wipeout!"

Dr. Maule says Zachary wants to be an astronaut when he grows up. "That may not happen, but I can see him working at a school for special-needs kids. He loves playing with younger kids."

She believes that everything happens for a reason. "Because of him, I'm a better doctor. I'm able to see nonverbal patients. I had one patient who was terrified of doctors. It took him four visits for an eye exam. On the first, I spoke to him by the car, on the second by our door, on the third he was riding up and down on the exam chair, and finally, on his fourth, I was able to shine a light in his eyes."

She has come to see her son as a gift. "Zachary is an amazing kid. I wouldn't trade him for anything!"



## Eye Openers!

**33,340**

Number of optometrists in the United States, according to U.S. Occupational Employment Statistics.

**Top 5**

States with the most optometrists: California (4,170), New York (2,550), Illinois (2,190), Texas (1,930) and Florida (1,830).



## EDUCATION

# Speakers Bureau

Who's Lecturing at the Annual Meeting?



**Kerry Gelb, OD**



**Jeffrey Gold, DO**

New Jersey optometrist **Kerry Gelb, OD**, and cardiologist **Jeffrey Gold, DO, FACC**, will team up to provide an update on the first-ever ALLDocs study on retinal imaging and insulin resistance. Dr. Gold is a diplomate of The American Board of Internal Medicine and Cardiovascular Diseases, and is board-certified by the American Society of Nuclear Cardiology. Dr. Gelb has five optometry practices in central New Jersey and New York.



**Andrew Mick, OD**

**Andrew Mick, OD**, will review diagnosis and treatment of anterior segment disease. A staff optometrist at the San Francisco VA Medical Center, he is also an Associate Clinical Professor at the University of California Berkeley School of Optometry and the UCSF Department of Ophthalmology, as well as associate topical editor of the AAO journal *Optometry and Vision Science*.



**Craig Thomas, OD**

**Craig Thomas, OD**, will talk about the latest trends, techniques and technologies in the practice of optometry. A noted consultant, lecturer and author, he has practiced in Dallas, Texas for 28 years. A member of the American Optometric Association for 32 years, he was named Optometrist of the Year by the Texas Optometric Association in 2001.



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