

## Our Annual Event Enjoyed by ALL



**Kerry Gelb, OD  
President**

I know I say this every year, but that's because it's true: Our annual meeting this past October at the all-inclusive Fiesta Americana Grand Coral Beach Cancun was our best meeting ever! Thanks to the 120 ALLDocs members and over 30 partners who came to learn, network and relax. Here are some of the highlights:

- **Engaging interactions:** We received great feedback from our partners that our meeting is the best event they go to every year. They universally expressed how much they appreciate our doctors coming over to them, thanking them for their sponsorships and spending time with them
- **Engrossing speakers:** Our speakers were topnotch. Everyone gave amazing reviews to TV personality and physician Derrick DeSilva, Jr., MD, who discussed the human microbiome. If you were not able to see his presentation, you can still catch it on the alldocsod.com website. (For a password, contact Heather Kreidler

at [hkreidler@foxeyecare.com](mailto:hkreidler@foxeyecare.com).) People also enjoyed motivational speaker Brian Biro, who assured us that if you put your mind to it, you can do anything. Tamara Maule, OD, surprised everyone when she proved that was true by shattering a piece of wood with her bare hand

- **Rocking gala:** Eric Anderson, President of LensCrafters, once again rocked the evening with his group, the Ray Band, while members danced the night away
- **Rollicking beach party:** Everyone took advantage of the first sunny day after a couple of rainy ones to enjoy a fun party on the beach including a game of volleyball
- **Riveting entertainment:** ALLDocs members enjoyed an incredible show combining dance and circus feats at the renowned Coco Bongo nightclub

Of course, with this incredible event behind us, it is now time to begin planning for the 2016 ALLDocs Annual Meeting, which is planned for the Ocean Reef Club in Key Largo, Florida.

### Publishing in 2016

You may recall that more than 75 people (many were members) volunteered to participate in the first ALLDocs clinical study, and everyone was excited to see data at the meeting. The next step is to publish the study in a major ocular publication. Stayed tuned for news on this!



### PRESIDENT'S DESK



### GALLERY

#### Minutes from the Meeting...



#### Three Amigos

Dr. Daniel Isaac, Dr. Daraius Unwalla and Dr. Rick Solomon enjoy a beverage at the cantina-themed welcome reception.



#### A Welcome Reception

Dr. Ambareen Mohamed, Dr. Bruce Reid, LeeAnn Reid, Dr. Wayne Ridings and Tina Ridings at the ALLDocs Welcome Reception.



#### A Minute to Win It

Dr. Cheryl Zimmer representing bronze partner, Annidis, performs Shakespeare at the "A Minute to Win it" event.

The Grand Club Terrace on the Beach







# OneSight Focuses on Sustainability



**Dr. Jason Singh**  
Vice President and  
Executive Director  
OneSight

When Jason Singh, OD, wed his wife Amanda in 2009, she understood she would also be marrying his mission in life. “Six weeks after we married, we moved to South Africa where I began my work as the medical director of Engage Mamelodi.”

For perspective, Mamelodi is a post-apartheid township of 1.1 million people who have a high rate of HIV (40 percent) and tuberculosis (35 percent). “Despite those grave illnesses, when we performed a community health survey, the people asked for access to vision care as their primary unmet need,” Dr. Singh recalls. He researched what organization he could partner with to provide this care and discovered OneSight. “The impact OneSight made on the people of Mamelodi was incredible,” he says.

When his tenure in South Africa ended, OneSight executives approached him to lead their organization. Eight weeks later, he returned to the states and became the first optometrist to serve as executive director of OneSight.

Prior to his involvement with charitable organizations, Dr. Singh had run a successful independent optometry practice for five years. His vision for OneSight drew from those local and global experiences.

“Many optometrists have a heart for philanthropy; I think it’s in our DNA,” Dr. Singh reflects. “We are very passionate and committed to providing the highest quality of care and product to every patient we serve. This includes the people we serve through OneSight.”

Therefore, Dr. Singh pursued more thorough eye exams and upgraded all OneSight eyewear to new eyeglasses made to the specific prescription of each patient.

“Although OneSight has executed the best charitable clinics for decades, I feel it can change the world by providing sustainable access to quality vision care,” he says. “A sustainable vision care system creates an infrastructure, supported by global supply chains, empowering the local people to help themselves year round.”

“We recently partnered with Deloitte to determine the size of the world vision-care crisis,” Dr. Singh says. “Researchers discovered 1.1 billion people lack access to vision care and need a pair of glasses to improve their quality of life. As an optometrist who is passionate about helping the world, I view 1.1 billion people not only as our opportunity but also our responsibility. Scaling sustainable solutions is the answer to help so many people.

“With our connections to Luxottica and LensCrafters, I believe we can eradicate the global vision-care crisis in our lifetime,” he says. “ALLDocs optometrists are key to helping make this vision a reality.

“OneSight has been around for 27 years and has helped over 9 million people—and I absolutely believe that the best is yet to come.”

## A Vision for OneSight

Dr. Jason Singh believes that bringing high quality eye care to over a billion people worldwide is not only an opportunity, but our responsibility.



## Follow the Leader

Doug Kiefer, OD, Colorado, trains others at the OneSight mission in The Gambia.



## Form and Function

A OneSight volunteer fills out a vision-screening form for a child in The Gambia.



## Tumbling Exercise

A local volunteer gives a child an exam using a tumbling E chart at a Gambian clinic.



## Cover Story

A OneSight patient in Rwanda covers one eye during a visual acuity test.



## Lending an Ear for Better Customer Service



**Jeff Withrow**  
Strategic Account  
Development  
**ABB OPTICAL  
GROUP**

Sometimes the best approach to good customer service is good listening skills. **ABB OPTICAL** took their sharp listening skills to a national ALLDocs gathering to find out what its members needed most.

"Much of the feedback that went into our new ALLDocs program for 2015 came from members who collaborated with us at the 2014 ALLDocs annual meeting in Marco Island, Florida," says Jeff Withrow, Strategic Account Development, **ABB OPTICAL GROUP**.

The results? The new 2015 ALLDocs/**ABB OPTICAL GROUP** membership program now includes:

- A rebate to reward members who are overindexing in daily disposable contact lenses. On average, ALLDocs members outpace the daily disposables industry averages by about 10 percent. "Those members who are ahead of the curve will have the greatest opportunity to maximize growth *and* their annual rebate," adds Withrow
- A convenient concierge phone line (1.888.499.8992) with a responsive customer-service representative trained specifically on the unique needs of LensCrafters and ALLDocs members
- A pilot program that will allow members to customize a message on a label on all direct-to-patient daily disposable orders with the goal of patient retention. When a patient needs to reorder their daily disposable lenses, their doctor's

name and contact information is conveniently printed on the box

- A customized **ABB OPTICAL GROUP** Business Review, providing a variety of useful data insights. **ABB OPTICAL** offers ALLDocs members data insights that are unmatched within the industry. Data is benchmarked versus best-practice accounts and offers unbiased recommendations based on a practice's purchasing data. With informed insights come smarter and more profitable purchasing decisions

As ALLDocs members already know, **ABB OPTICAL GROUP** was the only distributor selected by LensCrafters to help supply their new 1-Day Premium Daily Disposable Lenses for those members who want to incorporate a proprietary brand into their practices.

"We enjoyed supporting the ALLDocs group at the 2015 annual meeting in Cancun," says Withrow. "We were excited to engage with everyone and gained additional insights into how we can be of further assistance in aligning our mutual goals."

### At Your Service

**ABB OPTICAL GROUP** provides convenient and responsive concierge service to ALLDocs members to meet their specific needs.



## Cambridge Conference

Drs. Kerry Gelb and Dale Stein attended the 2015 Macular Carotenoids Conference at Cambridge University, England. Here are some highlights:

- **Professor Tos Berenschot**, University of Maastricht, Netherlands, presented research showing lutein lowers inflammatory mediators involved in the etiology of macular degeneration
- **Riona Mulcahy, MD**, Waterford Regional Hospital, Ireland, reported the Mediterranean diet and regular fish intake can decrease Alzheimer's disease (AD) risk. She also found reduced vision and reduced macular pigment in people with AD
- **Assistant Professor Lisa Renzi, PhD**, University of Georgia, explored clinical markers for predicting AD. When broken down, retinal drusen—a possible biomarker for AD—reveals amyloid plaque similar to the brain plaque of dementia patients. Coincidentally, AMD patients are nine times more likely to get AD
- **Professor John Nolan, PhD**, Waterford Institute of Technology, Ireland, demonstrated that a 10/10/2 formula of lutein, meso-zeaxanthin and zeaxanthin (LMZ—MacuHealth) significantly increased macular pigment. The study also found that contrast sensitivity showed significant improvement at 6 cycles per degree, and a correlation was established between serum lutein and macular pigment
- **Michael J. Tolentino, MD**, Center for Retina and Macular Disease, Winter Haven, Florida, presented 10/10/2 formula case studies demonstrating that if macular pigment with LMZ is up-regulated, it may be possible to prevent the need for injections in wet AMD





## Philly Boy Makes Good in the Eye-Care Industry



**Jerry Warner**  
President of Marketing  
CooperVision N.A.

When Jerry Warner first graduated from Villanova University in 1986, the Philadelphia native secured a job selling ad space for the Yellow Pages. “That gives you an idea of how old I am,” he says. “Selling ad space is tough; that’s where I learned to have a thick skin.”

Fortunately, his next position was in sales for Bristol Myers Products starting in Rochester and eventually moving to New York City. That later led to a marketing job with Bausch + Lomb in Rochester where he remained for the next 17 years.

“I was happy to move to Rochester,” he says. It’s a great place to raise children.” He and his wife, Julia, raised four children there.

In 2012, he joined CooperVision as Vice President, Life Cycle Management, and then served as Senior Vice President of Global Marketing. Last May, he was named president of CooperVision North America. In that position, he is responsible for the strategic direction of the company’s largest region—the United States and Canada.

“The industry has been evolving at breakneck speed over the last 12 to 18 months, with significant changes occurring in pricing and bringing new products to market,” Warner says. “As a

result, our organization has to be able to look at itself and see if it is servicing eye-care professionals as best as it can.

“We have plenty of talented people. My job is to bring that talent into a focused decision on how to best work with our customers.” In keeping with that focus, his company understands the importance of Unilateral Pricing Policy (UPP). “Our clariti® 1-day portfolio of SiHy lenses and our MyDay® daily disposable SiHy lenses are currently sold through UPP. We will review our plans for every new product. But where we launch lenses that require eye-care professionals to invest time and resources into understanding how to best fit them, UPP can play a role.”

Born in Philadelphia, the diehard Eagles and Springsteen fan has truly come to appreciate his company’s relationship with the ALLDocs membership. “One of the strengths of CooperVision is our relationship with ALLDocs,” Warner says. “I thank the ALLDocs team and group for everything they have brought to the CooperVision business. It is truly a diamond relationship for us and I look forward to it growing and prospering.”

### To the Victor Goes the Headquarters

CooperVision’s newly constructed corporate offices in Victor, New York, will allow additional room for the company’s continued growth.



## OD Origins



**Chris Boaldin, OD**  
Oklahoma City, OK

### Optometry by the Book

People draw career inspiration from many sources. In Chris Boaldin’s case, the call to optometry harkened from a book.

“I delayed going to school because I worked in my father’s sporting goods store. That store was his passion,” Boaldin says. But when his father passed away, he realized the store wasn’t *his* passion.

“I got a book titled *2004 Best Jobs in America* and optometry was number eight,” he recalls. So he visited his optometrist from high school.

“When I first saw my eye doctor, it was just out of school and she was very excited about her work,” he says. “I went back 20 years later and she still loved the job.” That sold him on the field.

At 34, he traveled to Florida with his family to attend Nova Southeastern. After graduation, they moved to Oklahoma City where he started his practice.

“We’re from Kansas originally, so Oklahoma was much closer to our relatives,” he says.

Five years later, he’s satisfied. “I enjoy interacting with patients one on one. You just don’t get that in very many jobs. My student loans are so high I probably won’t make any money, but if I can do this for the next 30 years, I’ll be happy.”





## Side-stepping Liability with EMV Compliance



**Susan Bobo**  
National Account  
Executive  
Total Merchant  
Services

### Ingenious

Total Merchant Services offers the Ingenico Smart Terminal which delivers anytime, anywhere connectivity with built-in security to help reduce data interception and fraud.



Hardly a day goes by when there isn't a news story reporting massive credit-card breaches somewhere in corporate America. In 2014, victims included heavy-hitters Ebay, J.P. Morgan Chase, the Home Depot and St. Joseph Health System. No sector of business was safe from data assault. As a result, U.S. banks and brick-and-mortar merchants faced serious pressure to increase credit-card security measures by implementing smart-card technology.

### Looming Data Theft

"While no one is really trying to steal medical data, per se, data thieves are very interested in obtaining customer credit-card information," says Susan Bobo, National Account Executive, Total Merchant Services. "That makes an optometry office just as vulnerable to credit transmission interception as Target or Neiman Marcus."

In the past, credit-card companies absorbed costs associated with fraud, but in October 2015, that liability was shifted to merchants—unless they upgraded to an EMV (Europay, MasterCard and Visa) smart-card terminal.

### Thwarting Fraud with EMV

"EMV cards have embedded computer chips that are attached to end-users' personal account information," Bobo says. The cards also have personal identification numbers (PIN) that must

be used in order to process transactions. EMV smart-chip cards are much more difficult for hackers to clone, which makes card-present fraud a lot tougher.

Total Merchant Services (TMS), began installing EMV-compatible terminals in 2014. Anticipating the need for EMV conversion, ALLDocs partnered with TMS to offer exclusive benefits to members and help prepare them for the move toward smart cards.

"Members who sign up will have their ALLDocs annual dues reimbursed by TMS, will be guaranteed special pricing with current rates lowered by a minimum of 10 percent, will receive free equipment (\$795.00 value) and get turn-key installation, training and ongoing customer support," she says.

"Many businesses may postpone the transition to smart-card technology, so initial rounds of the smart cards will be equipped with both the chip and magnetic strip," adds Bobo. "But eventually, the magnetic strips will be phased out and when that day comes, it will be essential for practices to have a smart-card terminal."



## Tokei Lenses



### Thin Is Beautiful

It's been said: *You can't be too rich or too thin*. Tokai Optical, based in Japan, offers both with a high-end eyeglass lens—about \$600 a pair—boasting a 1.76-index, making it the thinnest lens in the world. Available in Japan since 2007, it is steadily entering markets worldwide.

- An index of 1.76 makes them 47-percent thinner than most conventional lenses
- They are super light and highly recommended for high prescription power
- A high transparency level of 99 percent guarantees better vision and comfort
- Aspheric design gives them an edge with better natural vision field
- Two times more scratch resistant than conventional materials
- First spectacle lenses made with UV400 nm protection
- Suitable for rimless frames and available in transitions

The 1.76-index lens is available in front-side aspheric single-vision in a prescription range of +10.00 to -20.00D sphere, with cylinder to -4.00D, in the +10.00 through -16.00D range, combined -20.00D in the -16.25 to -20.00D range.

Tokai distributes these lenses to U.S. independent optical laboratories through RSE Optics, Tokai's U.S. distributor.



## PROFILES

# The Zen of Golf



**Dennis Brtva, OD**  
Bloomington, IL

Some people meditate. Others do yoga. But Dennis Brtva, OD, of Bloomington, Illinois, centers himself through the Zen of golf.

"You need to focus on each individual shot when you play," he says. "At the very end, you're looking at the big picture, but while you're playing, you can't look too far ahead or you'll lose your focus."

Off the green, Dr. Brtva has two successful practices—in Bloomington and Peoria, Illinois. He is a member of the Bloomington Regional Optometric Society, the Illinois Optometric Association and the American Optometric Association as well as past president of both the Bloomington Regional Optometric Society and the Illinois Optometric Association. His passion for eye care during the week is transferred to his passion for golf for four hours on Sunday.

"As a teenager, I used to watch my next door neighbor hit golf balls into a nearby field," he recalls. "When my neighbor handed me a club and suggested I take a turn, after one swing I fell in love with the sport." He soon invested in a set of clubs and was hooked.

During several decades of playing on courses across the country and Europe, he has seen some strange sights.

"Sometimes wildlife wanders onto the courses. I've seen deer and coyotes run across the green," he says. "And then there's always that shot that ricochets into a tree and back into play. That's why we say 'We'd rather be lucky than good!'"

The passion for teeing up runs in the family. His daughter, Becky, played golf in high school and her team was invited to Scotland—where the sport is said to have been invented—to compete against an English team of the same age. "I went along as a chaperone.

"Golf is one of those skills you can never perfect," he says. "There's always a chance to go out there and have your best round. It's a challenge to try to improve each time you play."

There's also the Zen benefits. "Golf is my recreation, my decompression and my time away from the stresses of work and family," he says. "It gives me the time to focus on something and get the other worries out of my mind for four to five hours a week."



## Eye Openers!

**66%**

Percentage of contact lens wearers who are female.

**>30 million**

Number of people in the United States who wear contact lenses.



## GALLERY

### ALLDogs



**Luca Brewer**

Dr. Gretchen Brewer's 12-year-old Cockapoo is a couch potato and loves used chew toys.



**Stella Stein**

Dr. Dale Stein's 7-year-old Terrier mix enjoys long walks on the beach and stealing socks from the laundry closet.



**Daisy Greene**

Dr. Lisa Greene's rescued 11-year-old Golden Retriever/Labrador mix hopes to be an optometric technician one day.



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