

ALLDocs Presents First Study at ARVO



**Kerry Gelb, OD
President**

ALLDocs presented its first study this past May at the prestigious Association for Research in Vision and Ophthalmology (ARVO) annual meeting in Seattle.

The study found that retinal capillary micro-aneurysms found during Annidis Multi-Spectral Imaging correlated with elevated serum insulin levels. Insulin-level elevation is an early marker of vascular damage and a predictor of pre-diabetes and diabetes by as much as 15 years. This first of its kind study has major public health implications and can greatly expand the role of primary-care optometric physicians in the prevention of the leading causes of death in the U.S.

Power Presentations

We're just beginning to line up speakers for the 2016 ALLDocs annual meeting on October 23-28 in sunny Key Largo.

New York psychiatrist Kelly Brogan, MD, will discuss the practice of functional and integrated medicine. Her recent book, *A Mind of Your Own*, explores the truth



PRESIDENT'S DESK

about depression, how to holistically recover without a single prescription and how women can self-empower themselves to reclaim their lives.

Stuart Richer, OD, PhD, FAAO, director of ocular preventive medicine at James Lovell Federal Health Care Facility in Chicago, will speak about preventive measures for decreasing risk of blindness from macular degeneration. He also teaches at the Chicago Medical School and the University of Illinois at Chicago Department of Ophthalmology and Visual Science.

If you haven't already signed up for this meeting, go online to alldocsod.com and register. Send your completed registration form to reh@drhults.com or fax it to 866.425.2239.

New Dry-Eye Kits

Based on a suggestion by William Fox, OD, Abbott Medical Optics (AMO) recently worked with the ALLDocs board to create a dry-eye kit. It includes an accompanying patient questionnaire and recommendation pad specifically designed for member practices. The new kit will not only bring relief to your dry-eye patients, it can be a new profit center for your practice! Your AMO Rep may have already delivered the kits to your office. If not, contact Rodger Brunner at rodger.brunner@abbott.com.



GALLERY

The Ocean Reef Club



Fishing for Fun

If you like to fish, the Ocean Reef Club offers deep-sea fishing, reef fishing, bonefishing and back-country fishing.



Shopping Around

Whoever said money can't buy happiness? The Ocean Reef Club Fishing Village has over a dozen quaint boutiques and shops.



Putting Around

The Ocean Reef Club features two scenic golf courses winding past tamarind, coconut palms and mahogany trees.



The Marina at the Ocean Reef Club





Patient Direct: The Fastest Route to Retention



Aaron See
Vice President
Marketing
ABB OPTICAL GROUP

As technology continues to develop, shifts in lifestyle and social pressure will change how patients engage with optometry practices—with a priority on patient-centric service. In short, how patients receive their eyewear will influence sales and retention.

“Consumers are busier than ever and they are demanding convenience,” says Aaron See, Marketing, **ABB OPTICAL GROUP**. That’s why his company is focusing on patient-direct tools for ALLDocs members to use in their optometry practices.

“Providing the opportunity for patients to get contact lenses shipped directly to their home or place of work is critical to meeting patient expectations, and growth in this area is ballooning,” See says. In the second half of 2015 alone, **ABB’s** industry insights indicated patient-direct sales grew by 7 percent, with patient-direct, one-day disposables up over 19 percent.

Another tool designed to help ALLDocs members effectively compete for patients is **ABB OPTICAL GROUP’S** SMART LABEL program. Available for all patient-direct shipments of 24 packs, 30 packs and 90 packs, two-inch by one-inch labels will be affixed on each box with the practice logo and a customized message, guiding patients to reorder from their optometrist.

ALLDocs member Dale Stein, OD, uses the SMART LABEL program in his

New Jersey practice. “Having our practice name and contact information on each contact-lens box puts our practice in the patient’s sight and mind on a regular basis,” Dr. Stein says. “If the patient needs to reorder, this increases the likelihood that he or she will order from my office, instead of searching the Internet.”

ABB’s industry insights also shows a staggering correlation between patient-direct efforts and patient retention. Contact lenses shipped into the office for the patient to pick up are five to six times more likely to get returned than ones shipped to a patient’s home, according to See.

“Nearly all annual supplies, and most daily-disposable semi-annuals, ship to the patient for free. It just makes sense,” says See. “Asking a patient to come back in to pick up their lenses just doesn’t work anymore. Giving them the option to have their lenses shipped directly to them is convenient for the patient and profitable for the practice.”

Reach out to your **ABB OPTICAL GROUP** account manager today to ask about enhancing your patient shipments through the SMART LABEL program.

All Sorts of Service

ABB OPTICAL GROUP employees keep busy sorting through orders on the distribution center floor.



A New Vue

New, Non-invasive Technology Visualizes Ocular Blood Vessels

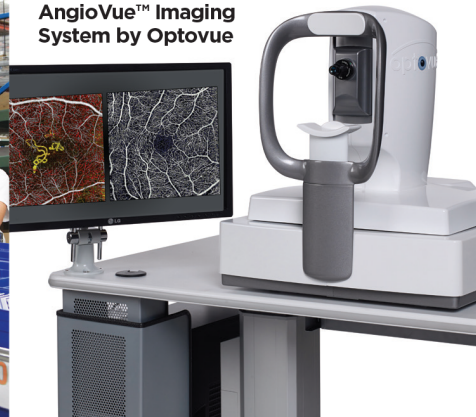
Imagine a window into the vascular function of a patient’s macula and optic nerve through which you could view the presence or absence of blood vessels in near real-time. The new **AngioVue™** Imaging System, utilizing optical coherence tomography angiography (OCTA), provides this very function.

“In only three to six seconds, during a routine ocular health examination, technicians can capture a scan that provides information about retinal blood vessels,” said Joe Myers, Senior Director of National Accounts at Optovue. “The images can then be viewed as individual layers of the retina so the clinician can more easily visualize in which layer pathology originates.”

AngioVue scan acquisition is fast and non-invasive, so patients can be imaged as frequently as needed to monitor disease progression and the response to treatment. The AngioVue system also offers a comprehensive set of structural OCT features, which allow for imaging from the anterior segment to the choroid.

“AngioVue embodies state-of-the-art technology to keep optometric practices on the forefront of new advances in ocular imaging,” says Myers.

AngioVue™ Imaging System by Optovue





New Lenses Benefit Broader Range of Patients

CooperVision announced the limited introduction of Biofinity® XR toric, the anticipated addition to Biofinity's range of monthly silicone hydrogel contact lenses this past spring. The product was introduced to a few hundred accounts during the limited rollout period, before a broader rollout that began in April. The Biofinity® XR brand is the only silicone-hydrogel contact lens from a major contact manufacturer designed for patients with prescriptions beyond the traditional stock range.

Biofinity® XR toric lenses are the latest addition to CooperVision's product portfolio of more than 21 million parameters, which continues to be the broadest, most comprehensive portfolio in the industry. The company first introduced its Biofinity® XR sphere lenses in late 2013, offering patients with severe myopia or hyperopia a combination of high-oxygen permeability and all-day comfort. With Biofinity® XR toric, these in-demand benefits are extended to people who have both high prescriptions and astigmatism—typically patients who have had challenges with contact lenses in the past, or may even have thought that contact lens wear was not an option.

"Biofinity® XR toric contact lenses bring the proven comfort, clarity and stable fit* of the Biofinity® brand to people who may otherwise not have the opportunity to experience the benefits of a premium silicone-hydrogel lens," says Jerry Warner, President, North America, CooperVision. "With our commitment to developing and manufacturing these unique lenses—in a range unmatched by our competitors—eye-care practitioners can fit a

greater number of patients in silicone hydrogels, keeping pace with the widespread move to this healthier material. It is part of our commitment to help improve the way people see each day."

Biofinity® XR toric incorporates a similar uniform horizontal ISO thickness and optimized ballast band as Biofinity® toric, making it an easy-to-fit, stable toric lens with excellent visual acuity. Its optimized, continuous surface ensures that the eyelid interacts with a smooth lens surface on every blink, resulting in a more comfortable wearing experience.*

Like all Biofinity® lenses, Biofinity® XR toric features Aquaform® Technology, which allows more oxygen to reach the eyes, helping to maintain clear, white eyes and healthier corneal physiology. The lens material is naturally and uniformly wettable, providing a soft and flexible lens.

Biofinity® XR toric lenses will be available in sphere powers from +10.00D to -10.00D (0.50D steps after +/-6.00D), with cylinder powers from -2.75 to -5.75 (0.50 steps) and an axis of 5 degrees to 180 degrees in 5-degree steps, and +8.50D to +10.00D with cylinder powers from -0.75 to -2.25 (0.50 steps) and axis of 5 degrees to 180 degrees in 5-degree steps.

* This study compared the made-to-order lens design of the Biofinity XR toric and stock Biofinity toric lens in the core range over six hours of lens wear.



Genetics and AMD

Genetic factors known to be involved in AMD pathology have been expanded, based on a recent International AMD Genomics Consortium study published in the journal *Nature Genetics*.

Researchers analyzed genetic data from 43,566 people of predominantly European descent. Previously, scientists knew of 21 regions of the genome that contained sequences of DNA associated with the risk of developing AMD. The new study brings that number to 34.

The team evaluated the DNA of approximately 23,000 people with AMD and 20,000 without it. Earlier research, combined with this study, pinpointed 52 common and rare genetic variants linked to AMD. Other findings included:

- Confirmation of an already established link between AMD and two genes—CFH and TIMP3. TIMP3 is known to be linked to Sorsby's fundus dystrophy
- Discovery of a variant linked to wet AMD that may explain why drugs for this advanced form of the disease do not work for all patients
- Identification of 10 genes involved in maintaining the extracellular matrix. Previous studies have suggested a link between problems in the extracellular matrix and some AMD cases that develop without early-stage signs, or that deteriorate rapidly before signs are apparent





Ocular Wellness Starts with Prevention

By JeanMarie Davis, OD

JeanMarie Davis, OD, FAAO, is Global Performance Development, Vision Care Technical Head at Alcon.

A fundamental tenet of health and wellness as well as of business management is that preventing a problem is more productive in the long term than fixing a problem after it occurs. In the exam room, that concept extends to discussions about compliance with any prescribed medications, a healthy ocular surface and the importance of comprehensive annual eye exams. However, it's also important to spend a few moments reviewing overall compliance with contact lens instructions, including the use of a recommended contact-lens cleaning and disinfecting solution. Think of the potential problems that can occur when patients are not compliant with their contact-lens instructions.

According to the Centers for Disease Control and Prevention, there are nearly 1 million doctor office, clinic and ER visits for keratitis annually related to improper use of a multi-purpose solution and/or poor lens-care hygiene.¹

In light of recent FDA studies that show that disinfection could be compromised by preservative uptake in some lens materials,²⁻⁴ it makes sense to assess your recommendations. Look for products that are highly biocompatible and can contribute to a patient's overall comfort and wettability. For example, Alcon launched CLEAR CARE® PLUS with HydraGlyde® Moisture Matrix, an innovative, proprietary reconditioning agent that surrounds the contact lens with long-lasting moisture.⁵ In addition, CLEAR CARE® PLUS neutralizes to a gentle, preservative-free saline solution, which makes it highly biocompatible.

For patients who are not candidates for daily disposables, recommend a solution such as CLEAR CARE® PLUS to optimize the lens-wearing experience. Making a firm recommendation

for a cleaning and disinfecting solution doesn't take much more than 15 seconds, but those moments can create a positive cycle for your patients. It's as easy as saying, "I'm prescribing these contact lenses for you because of these specific reasons. And here's the contact-lens solution that I want you to use because not all contact-lens solutions are the same. This is the one that works well and will keep your contact lenses feeling comfortable. I want you to have the best outcome with your new prescription, so stay with this solution."

Sixteen percent of patients drop out of contact lenses annually and the number-one cause of dropout is discomfort.⁶ Contact-lens wearers using CLEAR CARE® solution are 57 percent more likely than users of other brands to continue wearing their contact lenses rather than switching to eye-glasses due to irritation.⁷ The payoff could be huge in terms of patient satisfaction as well as impact to a practice.

Imagine being able to impact a patient's overall wearing experience—for the short term and for the long term—just by making a strong recommendation for a contact-lens solution that enhances your contact-lens prescription, too. It's a proactive recommendation that's focused on prevention.



References:

1. Collier SA, Gronostaj MP, MacGurn AK, et al. Estimated burden of keratitis—United States, 2010. *MMWR Morb Mortal Wkly Rep*. 2014;63(45):1027-1030.
2. Clavet CR, Chaput MP, Silverman MD, et al. Impact of contact lens materials on multipurpose contact lens solution disinfection activity against *Fusarium solani*. *Eye Contact Lens*. 2012;38(6):379-384.
3. Shoff ME, Lucas AD, Brown JN, et al. The effects of contact lens materials on a multipurpose contact lens solution disinfection activity against *Staphylococcus aureus*. *Eye Contact Lens*. 2012;38(6):368-373.
4. Shoff ME, Lucas AD, Phillips KS, et al. The effect of contact lens materials on disinfection activity of polyquaternium-1 and myristamidopropyl dimethylamine multipurpose solution against *Staphylococcus aureus*. *Eye Contact Lens*. 2012;38(6):374-378.
5. CLEAR CARE PLUS [package insert]. Ft. Worth, TX: Alcon; 2015.
6. Rumpakis J. New data on contact lens dropouts: an international perspective. *Review of Optometry*. 2010;147:37-42.
7. Based on a survey of 316 CLEAR CARE buyers, Alcon data on file, 2013.



OD Origins



Joseph Atkins, OD
Lafayette, LA



Eyes On the Ball

Joe Atkins, OD, recalls two things from his childhood in South Dakota—his life-changing first pair of eye-glasses in third grade and how short the baseball season was in the north. Both profoundly affected his life choices.

"I remember being able to look out across our dairy farm and, for the first time, to see the cattle I was supposed to bring in," he says. "Even in grade school, I always said I wanted to be an eye doctor. I remember my grandma saying she wanted to get a new pair of glasses and my grandpa replying, 'Wait until Joe is finished with school.'"

When Aktins graduated from the Illinois College of Optometry, he and his wife decided to move south. They settled in Lafayette, Louisiana.

"I've always been a big sports fan and I work closely with the University of Louisiana Ragin' Cajuns baseball team," he says. He performs eye exams before the season and a manufacturer supplies players with free contacts. "My favorite part is seeing the players progress and get drafted by the majors."

Nearly two decades after his move, he blends his passion for optometry with the joy of living where baseball players can practice all year round—and has never looked back.



Myopia Management with Paragon CRT®

A Safe, Effective and Proven Orthokeratology System

Orthokeratology has entered the mainstream of contact-lens clinical practice. The global eye-care community has recognized the powerful clinical significance of orthokeratology in the management of myopia.

Recent data has confirmed there is an unprecedented rise in myopia¹ and, in a survey of Paragon CRT® Contact Lens fitters,² 60 percent agree the prevalence of myopia has reached unprecedented levels. Since 1971, the prevalence of myopia has increased 66 percent in the U.S.¹ High levels of myopia double the risk of serious ocular health problems, such as retinal detachment, cataracts and glaucoma, which can lead to vision loss and blindness.³

Paragon Vision Sciences is committed to myopia management. Its Paragon CRT® Contact Lenses provide optometrists with the product innovations patients need, and are supported by specialized training, consultation and marketing expertise. To learn more, visit www.paragonvision.com.

Through myopia management with Paragon CRT® Contact Lenses, practices around the world are capturing new market share, while enjoying the incremental revenue these lenses provide. With mainstream practices focused on increasing their profit-per-patient, orthokeratology with Paragon CRT® Contact Lenses provides a seamless way to achieve higher profit margins, while minimizing chair time.

In order to fit Paragon CRT® Contact Lenses in your practice, you must first become certified. Paragon makes this easy with online certification. Visit www.paragonvision.com/getcertified.

Paragon makes it easy and affordable to purchase the 100-Lens CRT® Diagnostic Dispensing System (DDS). The 90-day, risk-free warranty allows you to use the DDS, along with the in-office marketing materials. If you are not fully satisfied within 90 days, return the DDS and marketing items for credit.

Special ALLDocs Offer

For New CRT®-Certified Practitioners:

Become CRT® certified and purchase a 100-Lens CRT® DDS by June 30, 2016 and receive a complimentary customized in-office banner stand promoting CRT® in your practice (\$298 value).

For Existing CRT®-Certified Practitioners:

Order 10 or more full-priced Paragon CRT® Contact Lenses* (green tint / Paragon HDS®100 material) for your DDS by June 30, 2016 and receive a complimentary customized in-office banner stand promoting CRT® in your practice (\$298 value).

*The full-priced CRT® lenses must be ordered before the June 30, 2016 deadline, and through a Paragon customer-service representative at 800.528.8279. Mention your ALLDocs affiliation to receive your complimentary marketing banner.

For more information, contact Pam Scoggins at pamscoggins@paragonvision.com.



References:

1. Vitale S, Sperduto RD, Ferris FL 3rd. Increased prevalence of myopia in the US between 1971-1972 and 1999-2004. *Arch Ophthalmol*. 2009; 127(12):1632-1639.
2. Survey data on file at Paragon Vision Sciences.
3. Xu L, Wang Y, Wang S, Wang Y, Jonas JB. High myopia and glaucoma susceptibility the Beijing Eye Study. *Ophthalmology*. 2007;114(2):216-220.



Online Eye Exams

Outsourcing is synonymous with low quality; online eye exams may be no exception. One popular website currently offers an eye exam online for people 18 to 40. The 30-minute eye exam costs \$40 for an eyeglass prescription; \$60 for a contact-lens prescription.

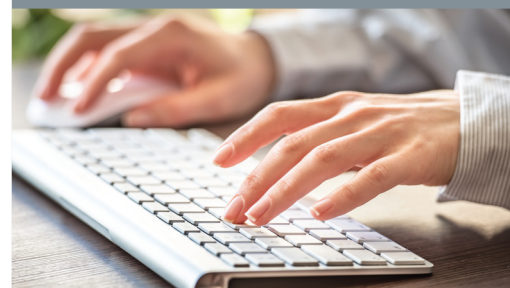
Patients need a laptop and a smartphone. The site also requires a credit card, patient shoe size, 12 feet of space, and a current prescription.

On the laptop screen, the website presents letters, lines, shapes and figures. Patients respond on their smartphones. Some people receive prescriptions; others don't. When they don't, the site suggests they see an eye doctor. For the people who can't see their computer screen from ten feet away when they remove their glasses, the exam is not terribly helpful.

Important health issues the online exam misses include diabetes, glaucoma, cataracts and macular degeneration. It also can't address binocularity or how well contact lenses fit on the eye.

Considering the amount of time and effort the exam takes, and the limited end results, online exams may fall dangerously short of a visit to the eye doctor.

ALLDocs is concerned about this new type of eye-care technology and is currently working on ways to combat it.





TECHNOLOGY

GLIMPSE

A Glimpse of the Future of Eye-Care Analytics

Imagine having a sophisticated system that could directly communicate with your practice-management software to measure your practice's performance in one simple online "report card." That system is here and it's called Glimpse.

"Glimpse is the industry's first push informatics service designed to help business owners measure and track performance, help identify growth opportunities, forecast future trends and compare results among peers," says Casey Hedberg, CEO, Glimpse. Among the types of data that can be measured are gross production, per-patient profit, medical billing, contact lens modalities sold and identification of top-selling brands in your practice.

Glimpse recently approached ALLDocs to customize the system to the eye-care industry as part of a pilot program. "All key metrics for the ALLDocs version of the Glimpse system were validated and identified by ALLDocs members," Hedberg says. As a quick demonstration of the program's capabilities, ALLDocs asked Glimpse to compare a new brand in the market, the Bausch + Lomb ULTRA® brand, to all other monthly and two-week sphericals in ALLDocs pilot-program practices.

Comparing performances by average dispense size per transaction and gross profit margin, the Glimpse report

showed that the ULTRA® brand was superior to other brands on both metrics.

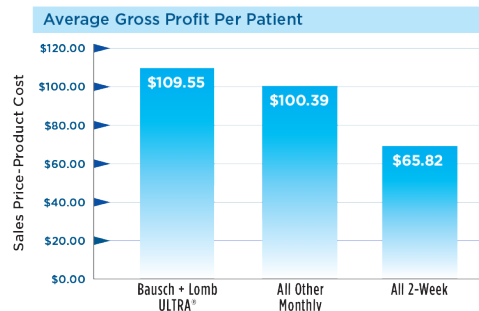
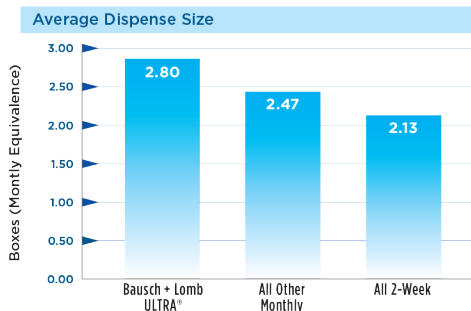
"Glimpse is a huge leap forward in our ability to manage our offices," says Jack McIntyre, OD, who participated in the pilot program. "It allows an immediate snapshot of where our practices are relative to other offices, and alert staff which products are selling best and areas of potential improvement."

Glimpse was created for business owners who wanted to quickly and efficiently analyze their business performance. The company founders understood that owners serve many roles and consequently need information in a quick, easy format. An intuitive graphical dashboard displays accurate, real-time performance metrics that are easy to navigate.

Glimpse also enables practices to monitor multiple-location performance tracking, view daily snapshots and help troubleshoot medical-billing management to identify unclassified codes and staff entry error alerts.

"At the end of day, you can't change what you don't measure," Hedberg says. "This system enables you to drill deeply into your data for actionable, quality information when making day-to-day decisions."

Contact 904.503.9616 ext. 1 or visit glimpselive.com for more information.



THANK YOU TO OUR NEWSLETTER SPONSORS

Alcon

a Novartis company

ABB OPTICAL GROUP



CooperVision™

Abbott
Medical Optics

BAUSCH + LOMB

Johnson & Johnson
VISION CARE, INC.



GALLERY

ALLDogs



Bauer Ganly

Dr. Ken Ganly's 8-month-old chocolate Lab loves to travel, chew on furniture and drives everyone crazy.



Darwin Isaac

Dr. Dan Isaac's 5-year-old Boxer poses for the camera during his early morning stretch and fetch.



Ryo Ogata

Dr. Daniel Ogata and his 6-month-old Maltese Poodle paws for a photo in downtown Portland.



CONTACT

ALLDocs

Heather Kreidler
3509 Haworth Drive Suite 208
Raleigh, NC 27609
hkreidler@foxeyecare.com
919.763.7522 919.263.2020

Eyedeaz LLC

kzierler@comcast.net
eyedeazllc.com 908.447.1562