

## ALLDocs Keys in on Key Largo



**Kerry Gelb, OD  
President**

Our next annual ALLDocs meeting will be held October 23-28, 2016, at the beautiful Ocean Reef Club in sunny Key Largo, Florida. We've got a stellar lineup of speakers to educate and motivate you on both the clinical and business sides of your optometry practice.

### Hot Topics

New York psychiatrist and author Kelly Brogan, MD, will talk about incorporating integrative medicine into your practice. She'll explore the dangers of certain popular medications and discuss some healthier ways of living.

Dr. Lisa Renzi-Hammond of the Behavioral and Brain Sciences Program at the University of Georgia will discuss her research of the effects of dietary carotenoids on the fovea and the brain.

Anthony Litwak, OD, will present updates on glaucoma management, visual field OCT interpretation, new OCT angiography, and new studies that may influence clinical practice.



### PRESIDENT'S DESK

Dr. Stuart Richer will speak about blue light protection using spectacle products and dietary carotenoids, and the impact of personalized genetic and epigenetic testing on patients and your practice.

Craig Thomas, OD, will discuss amniotic membrane allografts and regenerative tissue technology.

To prepare for our ALLDocs forum this year, let's all share ideas that help our practices grow. Please bring one new practice management idea to share during our forum on Thursday.

### Warm Weather

While you're at the conference, enjoy the tranquility of Key Largo's luxurious Ocean Reef Club. Just 50 miles south of Miami, its 2,500 tropical acres are bordered by water on three sides. Founded in 1948 as a modest fishing camp, the private club has evolved into a sophisticated, yet relaxed resort.

Be sure to take a dip in the saltwater lagoon that overlooks the ocean, or relax by the pool. If you'd like to take charters for deep sea or reef fishing, go snorkeling or scuba diving, or take an eco-kayak tour, reserve your spot before you arrive. The club also boasts two championship golf courses, nearly a dozen shops, a full-service spa, tennis courts, and a fitness center.

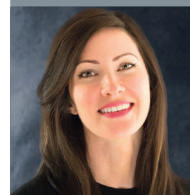
I look forward to seeing you all in Key Largo this autumn!



### EDUCATION

## Speakers Bureau

We Have a Great Lineup of Lecturers



**Kelly Brogan, MD**

**Dr. Kelly Brogan** will speak about incorporating integrative medicine into your practice. She is a Manhattan-based holistic women's health psychiatrist and the author of *A Mind of Your Own*, a *New York Times* bestseller about depression. She is an advocate for using food, not drugs, to heal mood.



**Stuart Richer  
OD, PhD**

**Dr. Stuart Richer** will speak about blue light protection and genetic testing. He is Director of Ocular Preventive Medicine at the James Lovell Federal Health Care Facility, Associate Professor, Family and Preventative Medicine at Chicago Medical School, and Assistant Clinical Professor, UIC Dept of Ophthalmology and Visual Science.



**Lisa Renzi-Hammond  
BS, MS, PhD**

**Dr. Lisa Renzi-Hammond** will discuss her research on the effects of carotenoids on the fovea and the brain. She is a Clinical Assistant Professor of Psychology in the Behavioral and Brain Sciences Program at the University of Georgia, and the CEO of Harmonized Scientific Consulting.



**Anthony Litwak, OD**

**Dr. Anthony Litwak** will discuss the latest in glaucoma management including OCT and visual field interpretations, clinical trials, and the latest in glaucoma therapies. Author of *The Glaucoma Handbook*, he is a founding member of the Optometric Glaucoma Society and National Glaucoma Society.



**Craig Thomas, OD**

**Dr. Craig Thomas** will talk about regenerative therapy using amniotic membrane allografts, emphasizing wound healing response. A noted consultant, author, and lecturer, he has practiced in Dallas for more than 28 years. A member of the AOA for 32 years, he was named Optometrist of the Year in 2001.



**The Ocean Reef Club Marina**





## Sccleral Lenses for Corneal Irregularities



**Steven Lutz, OD**  
Ann Arbor, MI

When it comes to trying out new scleral contact lenses, Dr. Steven Lutz is his own guinea pig. The Ann Arbor OD has severe keratoconus in his left eye and moderate in his right, making it impossible to tolerate corneal lenses. No wonder he's passionate about finding the scleral lenses that work the best. "I always try new lens designs on my eyes first," he says.

Scleral lenses are large-diameter gas permeable contact lenses that vault over the cornea and rest on the sclera. For many patients with corneal irregularities, such as pellucid marginal degeneration, ectasia caused by LASIK surgery, or keratoconus, scleral contact lenses are the only comfortable and cosmetically acceptable refractive option available today.

Dr. Lutz will discuss newer scleral lens designs at the 2016 ALLDocs conference in Key Largo this October. This includes Alden Optical's Zenlens™, a fully vaulting scleral lens that fits a variety of corneal shapes and sizes. When the doctor adjusts portions of these lenses to fit, the Smart Curve computer algorithm

technology automatically compensates other parameters.

Art Optical's Ampleye™ employs Spline Science Technology, which allows for independent adjustability for each of its four zones. This can provide a better fit for patients with astigmatism. Their nine-lens set offers astigmatic peripheral systems, but lenses can also be custom ordered.

"These designs work better to help people see dramatically better with better comfort," says Dr. Lutz, who currently uses scleral lenses for about 35 patients, plus himself. He says it's helped his practice's bottom line, too.

"It's one of the only things that vision insurance reimburses really well." He says that insurers such as VSP and EyeMed typically pay between \$1,200 and \$2,300 per patient for both eyes. "That's pretty darn good."

He also uses an Optovue OCT instrument that comes with an anterior segment capability for optimal scleral lens adjustments. "When people see how nicely it works, they also want anterior segment capabilities."

Dr. Lutz says that other optometrists refer patients to him or to university eye centers for scleral fittings when they could easily learn the skills and obtain the tools to treat these patients themselves, thereby benefitting their own practices.

"Why would you give that away?"

### A Closeup Look at Scleral Lenses

The primary diagnostic scleral lenses offered by Art Optical's Ampleye™



## Imposing Exercise

### Is Yoga Safe for Your Patients?

More than 20 million people practice yoga in the United States—nearly 10% of the population. Yoga has become a very popular low-impact exercise for people with a variety of health issues, but is it really safe for people with conditions such as glaucoma or diabetic retinopathy?

Certain yoga poses may increase intraocular pressure or put pressure on blood vessels in the retina. As a result, patients with glaucoma or diabetic retinopathy may wish to avoid them. This can include beginner, intermediate, and advanced inversion exercises in which the person's head is positioned below the heart.

Exercises such as downward dog, wide legged forward, shoulder stands, tripod headstands, and forearm handstands require an inversion of the body. Exercises that require leaning forward include child's pose, seated and standing forward bends, and seated hip openers.

As a result, it may be advisable for patients with glaucoma and diabetic retinopathy to modify or avoid these yoga poses. As with most exercise programs, it's best when it's performed with supervision from a well-trained instructor.

### The "Downward Dog" Yoga Pose







TECHNOLOGY

**BioDOptix®**  
Amniotic Extracellular Matrix

## BioDOptix®: Amniotic Extracellular Matrix

Amniotic regenerative tissue technology is becoming a popular treatment option among optometrists for a variety of corneal conditions. Amniotic tissue supports soft tissue repair, reduces inflammation, and minimizes scar tissue formation. BioDOptix is a dehydrated amniotic extracellular matrix derived from living, healthy, full-term cesarean deliveries. Some common uses are for corneal ulcers and erosions, chemical or thermal burns, keratitis, Salzmann's nodular dystrophy, corneal scars, and keratoconjunctivitis.

Amniotic membrane has been used for more than a century as a biologic dressing in many therapeutic applications to support the body's natural regenerative healing process. Like the eye, amniotic membrane has three layers—epithelium, basement, and stroma—that have properties to aid in wound healing. Amniotic tissue rarely evokes an immune response in the human body.

Though some amniotic membranes must be refrigerated, BioDOptix can be stored at ambient temperature and has a five-year shelf life. It's easy to use and takes just a minute and a half to apply.

Amniotic tissue is a perfect substrate for damaged epithelial cells to regenerate. The amniotic tissue incorporates or resolves in four to seven days releasing growth factors to help expedite a healing cascade.<sup>1</sup>

BioD LLC is a vertically integrated company. This means that they have a recovery team that obtains placental tissue directly from live cesarean births, technicians who process and

test the tissue for diseases in their laboratory, and experts who distribute the end product. BioD maintains a chain of custody from recovery to distribution.

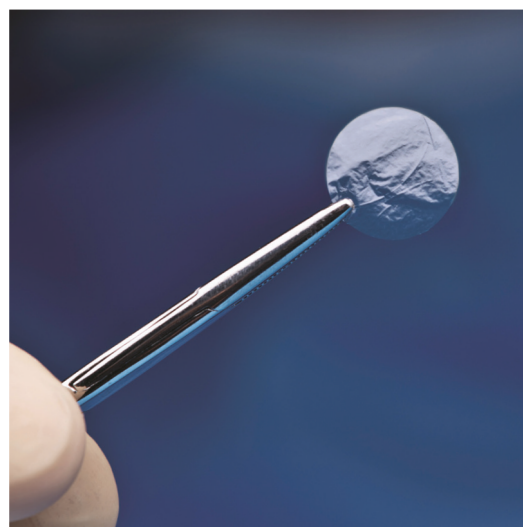
Physicians report that BioDOptix's ease of use, comfort for the patient, and bundled pricing have been well received in the optometric community. Reimbursement for amniotic tissue for ocular surface wounds is available in nearly all 50 states.

Craig Thomas, OD, of Dallas, Texas, says that the dehydrated BioDOptix is very comfortable, and he can use it on more patients compared to previous technologies. "People can actually wear it, so I can help patients in ways I couldn't help before."

Ken Watson, JD, PhD, VP General Manager of BioDOptix says "We're able to take the injured eye back to the womb. The miracle of birth is being recycled." Contact Ken Watson at 901.417.7868 or [kwatson@biodllc.com](mailto:kwatson@biodllc.com) for more information.

#### Reference:

1. Malhotra Chintan, Jain Arun K. Human amniotic membrane transplantation: Different modalities of its use in ophthalmology. *World Journal of Transplantation* 2014; 111:111-121.



BUSINESS

## Putting the See Back in Tennessee



**Torrey Carlson, OD**  
Johnson City, TN

This January, Torrey Carlson, OD, was appointed to a five-year position on the Tennessee State Optometry Board. The board enforces optometry rules and regulations and protects patients.

Dr. Carlson applied for the position after legislation threatened the operation of one-door OD offices. It would have required the remodeling of optometry offices that offer both eye examinations by ODs and glasses under the same roof. If it had passed, two of Dr. Carlson's five offices would have to be closed. "They thought corporate influence would be too great, and we would not act as independent. But we have proven for years we acted as independent."

The legislation was rejected before Dr. Carlson took the position, yet it inspired him to apply. "One of the reasons I applied was because I felt optometrists who lease from big corporations were not represented on the board." With Dr. Carlson, now they are. "I wanted to have a voice."

This year, the board has a new focus: online eye examinations. Dr. Carlson says it's an issue of legal definition. He says that comprehensive eye exams must include a health assessment and eye muscle function examination, which can't be done online. "They're calling it an eye exam, but it doesn't qualify as one in the state of Tennessee." The board will rule on a penalty for this illegal practice.



CONTACTS

Alcon  
a Novartis company

## It's Clearly Time to Capture the Colors Opportunity

A practice's success is based on its ability to protect the ocular health of its patients and meet its patients' unique vision needs, and then translate that into practice profitability. One market that often goes untapped is color contact lenses.

You already know that clear contact lenses give patients crisp vision and freedom from glasses. AIR OPTIX® COLORS contact lenses take these attributes and go one step farther. Not only can they help your patients see their best, but they can also help your patients look and feel their best.

By providing color within the lens, patients are able to change or enhance their natural eye color—and they do it for a variety of reasons—for a change, to stand out, to feel more confident, to match their fashion style, and more.

Still not convinced? Let's take a look at some numbers. According to U.S. consumer research, up to 40 million people may be extremely or very interested in color contact lenses,<sup>1</sup> yet there are only about 3 million patients currently wearing these lenses. That leaves a substantial untapped market.

Patients who are currently wearing clear sphere contact lenses are also interested in color lenses—including almost half of patients wearing AIR OPTIX® AQUA contact lenses.<sup>2</sup> Clear sphere and color contact lenses are no longer an “either/or”; many patients want to wear both. The growth potential for your practice could be tremendous, and the innovative technology from the AIR OPTIX® family of breathable\*

contact lenses can help you tap into that potential.

Meeting your patients' lifestyle and vision needs by providing clear and color contact lens options can result in increased patient satisfaction with the practice, increased contact lens sales, and patient referrals, which can all significantly contribute to improved practice outcomes. The need is there. Let AIR OPTIX® AQUA and AIR OPTIX® COLORS contact lenses help your patients see, look, and feel their best.

### Air On the Side of Satisfaction

AIR OPTIX® AQUA and AIR OPTIX® COLORS meet your patients' lifestyle and vision needs.



\*Dk/t = 138 @ -3.00D. Other factors may impact eye health.

### Important information for AIR OPTIX® COLORS (Iotrafilcon B)

**contact lenses:** For daily wear only for near/far-sightedness. Contact lenses, even if worn for cosmetic reasons, are prescription medical devices that must only be worn under the prescription, direction and supervision of an eye-care professional. Serious eye health problems may occur as a result of sharing contact lenses. Although rare, serious eye problems can develop while wearing contact lenses. Side effects like discomfort, mild burning or stinging may occur. To help avoid these problems, patients must follow the wear and replacement schedule and the lens care instructions provided by their eye doctor.

### Important information for AIR OPTIX® AQUA (Iotrafilcon B)

**contact lenses:** For daily wear or extended wear up to 6 nights for near/far-sightedness. 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.

### References:

1. Alcon data on file, 2013. 2. Based on a survey of 311 eye-care professionals; Alcon data on file, 2015.

**Rx only**

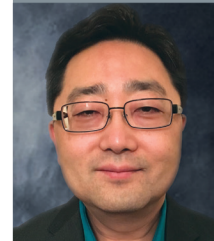
See product instructions for complete wear, care and safety information.

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BUSINESS

## OD Origins



**Christopher Son, OD**  
Tyson's Corner, VA

### Optometry for the People

ALLDocs member Dr. Christopher Son says his career choice was “a lucky break.” As a child, he knew an optometrist and liked what she did for a living. He would later intern for her while studying at the Pennsylvania College of Optometry. After he graduated, he launched his practice in Tyson's Corner Center in Virginia—a job he loves so much, he works six days a week.

“I like people,” he says. At his location outside Washington, DC, he treats all kinds of people, including military personnel, diplomats, and politicians. His patients have included high level FBI executives and once, a famous country singer who was walking by the store when he lost his contact lens in his eye. Of course we cannot reveal the singer's name because of HIPAA requirements.

A big part of his practice has included students and ambassadors from Saudi Arabia. “They just walk in,” says Dr. Son. “No appointment.”

Three days a week, Dr. Son provides eye examinations and glasses for children in need through the LensCrafters OneSight® program, providing vision care for needy communities in the DC area. “For the first time, they can see clearly and it makes them, and me, so happy.”





## A Study in Discovery

### ALLDocs Pilot Study Finds Correlation Between Retinal Micro-aneurysms and Insulin Resistance

At the Association for Research in Vision and Ophthalmology (ARVO) conference in Seattle this past spring, Stuart Richer, OD, PhD, presented the results of an exciting ALLDocs pilot study. It found a correlation between retinal capillary micro-aneurysms found during Annidis Multi-Spectral Imaging and elevated serum insulin levels, an early marker of diabetes.

"This new study used a non-invasive, commercially available technology to detect insulin resistance," explains Cheryl Zimmer, OD, Clinical Affairs and Research Manager at Annidis Corporation. She co-authored the pilot study with Dr. Richer, Kerry Gelb, OD, Jeffrey Gold, DO, and Jerome Sherman, OD. Dr. Gelb launched the study after discovering that micro-aneurysms in his patients examined with the Annidis RHA™ instrument seemed to correlate with insulin resistance.

"He could see small micro-aneurysms in images of patients that he hadn't seen on fundus examination or with other imaging technology," says Dr. Zimmer. He began sending these patients for blood-glucose testing, and found a possible correlation between insulin resistance, a precursor to pre-diabetes, and micro-aneurysms in the eye.

The researchers performed the pilot study among attendees of the 2014 ALLDocs conference in Marco Island, Florida. Using Multi-Spectral Imaging, they investigated the number of small micro-aneurysms seen with MSI-580, measuring 54 eyes of 30 volunteer

subjects with a mean age of 53 years and a mean body mass of 26, which is considered slightly overweight. These subjects were given a requisition for blood-glucose testing and complied. Dr. Gelb's hypothesis, that retinal micro-aneurysms and insulin resistance appeared to correlate, was confirmed.

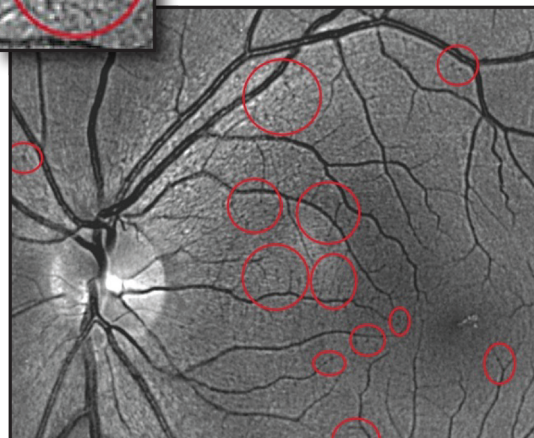
The research team's goal is to first run a study with younger, healthier patients to confirm the null hypothesis, and then expand the initial study to include a larger number of subjects. The first-of-its-kind study could greatly expand the role of primary care optometric physicians in the early detection and possible prevention of diabetes and other major systemic diseases.

Multi-Spectral Imaging technology can allow optometrists to see the retinal layers more effectively, potentially detecting micro-aneurysms and other anomalies and pathologies not seen with other technologies. "Early detection of disease is the key to optimal health and preventing morbidity and mortality," says Dr. Zimmer.



#### A Multi-Spectral View

Micro-aneurysms may indicate insulin resistance as seen using the Annidis RHA™.



## Evoked Potential

EvokeDx VEP+ERG from Konan Medical is a compact, mobile, next generation device that uses visual evoked potentials (VEP), as well as electroretinography (ERG) to assess functional deficits in the entire visual pathway.

"EvokeDx is the perfect complement to OCT. It bridges the gap between structure and function and significantly augments structural imaging reimbursement," says Ian McMillan, Vice President of Sales and Marketing for Konan Medical.

The key difference from the other technologies, he says, is Fourier analytics. "EvokeDx is like comparing a Stratus OCT to a Cirrus or Spectralis OCT. No one wants to use first generation technology if there is a newer, more effective alternative."

Konan's EvokeDx offers unique, patented "icVEP" test strategies designed to assess discrete visual pathways and also uses low-cost electrodes—about \$4 per patient.

ALLDocs member Dr. Lisa Greene of Asheville, NC, has had great success using the device in her practice. "It's newer, smaller, faster, and costs less to operate."

"One hundred percent of our customers are pleased with the technology, training, and clinical support," says McMillan.

### EvokeDx VEP+ERG from Konan Medical





## PROFILES

# Morgue Runs Launch a Career in Eyes



**Kate Claffie, OD**  
Tampa, FL

Most kids wouldn't choose to write about William Harvey, the English physician who first documented an understanding of the body's vascular system, for their seventh grade history report. But when Kate Claffie was 11 years-old, she did just that.

At 13, she decided she wanted to be in medicine after meeting a reconstructive surgeon who treated her for a minor dog bite. "She was reattaching thumbs for people" recalls Dr. Claffie. "I told my mom that's what I wanted to do."

In college, she wanted to work in a doctor's office, but her class schedule was too full to take on a nine-to-five job. So she wound up working for the Central Florida Lions Eye and Tissue Bank, retrieving corneal tissue for transplants from morgues and funeral homes. "While my friends were out drinking, I was running cases at one or two in the morning."

Through this job, she discovered that she wanted to specialize in eyes, so she later worked for a retina specialist, a busy professional who suggested that she become an optometrist because they "seem happier."

His advice was spot on. After nearly 21 years as an optometrist, Dr. Claffie still loves what she does. She says she enjoys getting to know her patients and solving

their problems, often immediately. "I love seeing that 'aha moment' when they get new contact lenses and can see."

Dr. Claffie's practice is located at the International Mall next door to the Tampa International Airport. As a result, she often sees people from all over the world who have come to Florida for vacation, but have lost their luggage—and therefore their contacts or prescription sunglasses. She says she once treated a woman from Bermuda who returned the next year for her annual visit. Whether taking care of locals or vacationers, says Dr. Claffie, "We try to make a friend out them."

Dr. Claffie loves to travel with her husband and two teenaged sons, exploring two cities a year, such as San Francisco and Boston. Back at home, she loves the beach. "I'm like a duck. I've got to be near water."



**The Claffie Clan**

## Eye Openers!

**50.2**

Percentage of patients who have slept in their contact lenses overnight.

**61**

Percentage of patients who have reported swimming in their contact lenses.



## GALLERY

### ALLPets



#### Peyton Case

Dr. Jeffrey Case's three year-old Cockapoo enjoys long walks, chewing on furniture, and ophthalmoscopes.



#### Sheydes Fein

Dr. Sean Fein's 20 year-old African Grey parrot was named after the 1993 Billy Joel hit song, *Shades of Grey*.



#### Monster Gelb

Dr. Kerry Gelb and his eight year-old Yorkie Pug mix take a Fantasy Baseball timeout and pose for a quick snapshot.



## CONTACT

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