

## Join ALLDocs. Be a Part of it ALL!



**Kerry Gelb, OD**  
President

At ALLDocs, we have some exciting things brewing for 2017 as we continue to build on our marketing efforts, which provide support for our members, while reaching out to prospective members and sponsors. Here's what you need to know:

This spring we'll launch "Be a Part of it ALL," the third video in our promotional series. This five-minute membership and sponsor recruitment video is designed to feature what ALLDocs is all about for sponsors, potential members and other industry executives. It's a great way to explain the benefits of an ALLDocs membership, including the world-class, COPE-approved education, useful marketing tools and the camaraderie of other ALLDocs members.

Thanks to all the doctors who took time from their busy practices to travel and participate in the making of this video. Thanks especially to CooperVision®, who continues to sponsor our ALLDocs' initiatives, and this video is another great example of their commitment.



### PRESIDENT'S DESK

#### New Marketing Materials Coming Soon

Members who attended the 2016 Annual Meeting can look for brand new marketing materials that help grow your practice to arrive in March. This includes Contact Lens Initiative folders, AMD prevention pads with nutritional information for optimal vision health, and patient referral signage and bookmarks that reward patients for referring family and friends. You'll also get Top 10 Reason pads that list the main reasons why patients should consider buying contacts from their optometrists rather than big box retailers or online.

#### 2017 ALLDocs Annual Meeting in Hawaii

Join us in beautiful Maui November 5-10 for the 2017 Annual Meeting, which will be held at the Wailea Beach Marriott Resort & Spa. Especially for those of us travelling from the East, it's important to start making plans now, because you won't want to miss this opportunity to network and learn in such a gorgeous setting. As always, our meeting provides members with top quality business and medical education. If you can recommend any potential West Coast speakers, please let me know.

You might want to stick around for a few days and enjoy all the island has to offer, including whale watching, ziplining, snorkeling, surfing lessons, helicopter tours, the Maui Brewing Company, or a day trip to Pearl Harbor and the USS Arizona Memorial. See you in Hawaii!

The Wailea Beach Marriott Resort & Spa • Hawaii



### GALLERY

#### OneSight® Mission to Zambia



##### A Woman with a Mission

OneSight® volunteer Dr. Tessa Sokol from Madison, Wisconsin, with children from the village of Kabwe, Zambia, in southern Africa.



##### 2,800 Exams, But Who's Counting?

Volunteers from around the world examined thousands of patients, most of whom had never had an eye exam or a pair of glasses.



##### Good Friends

Dr. Jack McIntyre from Corpus Christi, Texas, and a young village girl who had her first-ever eye exam.







## New Bill Designed to Update 2004 Contact Lens Act

When the Fairness to Contact Lens Consumers Act was signed into law over a decade ago, just over half of adults used the Internet, compared to nearly 90 percent today. So it is important that the law, which is designed to protect patient choice, health and safety in the purchase of contact lenses, be reviewed and updated appropriately.

The American Optometric Association (AOA) has taken a stance against what it sees as the exploitation of loopholes in the law—particularly by some online sellers—which they say misleads patients and discourages regular comprehensive eye care. This includes not properly verifying prescriptions and selling lenses with expired prescriptions. One way to help address these issues is through legislation, updating parameters of the law to ensure patient health and safety is prioritized.

“As optometrists, we took an oath to do our best to provide excellent care, and safeguard our patients,” says Millicent Knight, OD, FAAO, FAARM, Vice President of Professional Affairs, North America, for Johnson & Johnson Vision Care, Inc. While testifying on Capitol Hill, she advocated with the Federal Trade Commission for modernizing the law, and explained the importance of maintaining the doctor-patient relationship for safety with contact lenses. “Anything that interferes with patients receiving appropriate eye care with contact lenses is a challenge for us.”

She says that in some cases, patients are wearing lenses with one-year prescriptions for two or three years without a comprehensive eye exam. Carol Alexander, OD, FAAO, Director of Professional Communications, North America, for Johnson & Johnson Vision Care, Inc., has likened it to

prescribing blood pressure medicine without a check-up with a primary care doctor before a refill. In fact, a consumer survey by APCO Insight on behalf of Johnson & Johnson Vision Care found that 85 percent of patients who received an order reminder from online sellers ordered more contact lenses.

Bills have been introduced that aim to modernize the 2004 law to ensure stronger enforcement of certain aspects of the rule, including limiting the ability for sellers to alter prescriptions and prohibiting advertising after a prescription expires. The bills would also give prescribers the right to choose their preferred method for prescription verification requests. In 2017, similar bills are expected to be introduced for consideration by lawmakers.

“Patients are happy to have choices when buying contact lenses,” says Dr. Knight. “But it’s important to include their doctors as part of the equation.” She says that optometrists should familiarize themselves with any rulings that are introduced in 2017, and share feedback with their state and federal lawmakers.

### An OD’s Knight in Shining Armor

Dr. Millicent Knight shares what is down the road in optometry at the 2016 ALLDocs Annual Meeting.



## A Tall Story

New research has found that tall people are better than shorter people at identifying the location of targets in their middle-distance vision. Study author Teng Leng Ooi, a professor of optometry at The Ohio State University, says the research shows that with height comes better spatial relations.

In the study, which was published in *Science Advances*, participants judged the location of a target in full light, one in a dark room with a green LED light, and one in a dark room dimly lit with red LED lights on the floor or ceiling. The lit targets were then removed, and participants were asked to walk to their previous locations.

Ooi and her colleagues had predicted that the taller people would more accurately perceive the space between them and targets between three and 20 meters away. The study confirmed their suspicions: Taller subjects could more accurately assess the location of the targets.

Even when tall subjects were asked to sit down and shorter subjects stood on a box, tall people still excelled at determining the distance of a visual target. The researchers speculate that taller people have a better perspective of the ground simply from looking from higher up, which can help benefit taller athletes.





## ODs: Uniquely Suited for Holistic Healthcare



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

Dr. Lisa Renzi-Hammond says that today's optometrists are in a unique position to look beyond the eyes to the whole patient—an important practice that's happening less and less in medicine. Dr. Hammond, Clinical Assistant Professor of Psychology in the Behavioral and Brain Sciences Program at the University of Georgia, says people are seeing specialists more often while consulting “Dr. Google”—online medical information—less, leaving the door open for ODs to provide a more generalist approach to ocular health.

“When you look at the retina, you look at the brain,” says Dr. Hammond, a co-author of a study about the relationship between macular pigment optical density and cognitive function, published in *Neurobiology of Aging*. She says eye doctors are the only healthcare professionals who regularly look at brain tissue without imaging equipment or modeling, providing them the unique opportunity to spot early disease, including hypertension or prediabetes. But it's not just about the eyes. It's also about the brain.

“Our community can stand up and take a bigger role in holistic patient health,” she explains. One way to offer more comprehensive care is to educate patients about foods that are healthy for the eye and the brain. She says that adding macular carotenoids, such as lutein and zeaxanthin, to the diet can help people obtain better vision in blue light conditions, at night and for

distance. “There's so much evidence that the patients experience a change in their vision.”

Yet proper dietary supplementation can help with cognition, too, says Dr. Hammond. “A dietary change can help them process faster, improve memory, and have better complex attention and executive function.”

She explains, “Think of the retina as central nervous tissue. If you change one tissue, you're changing the other.”

Dr. Hammond recommends talking to patients about dietary changes, including adding more green leafy vegetables, such as spinach and kale, and taking nutritional supplements—including lutein, zeaxanthin, and meso-zeaxanthin—which affect the pigments in the back of the eye.

Dr. Hammond says that nutrition can be a value-added proposition for any OD practice. Special populations, especially children, athletes, and the elderly, can benefit from on-site dietary and nutrition services and tracking.

“It's just makes good business sense to provide a service that isn't already being provided.”

### Eat Your Greens

Dr. Hammond says that eating green leafy vegetables and taking specific supplements can affect pigments in the back of the eye.



## Patients First



**Andrew Zodikoff, OD**  
Natick, MA

When Andrew Zodikoff was 10 years-old, he knew he wanted to be an optometrist, just like his father's friend.

“It was about helping people see,” says Dr. Zodikoff, who started wearing eyeglasses in fifth grade.

So, he went to business school.

Wait, what?

“I started out majoring in biology, but I switched to business, knowing that to run a practice, you need both sides,” says the Boston University School of Management graduate, who minored in biology. He credits his business degree to the success of his practice.

“It taught me management styles that are designed to build employee satisfaction.” His style is to empower his staff to take ownership of their work responsibilities and to ensure that everyone who works for him feels comfortable sharing their ideas for improving their workplace.

“I encourage their feedback on ways to make the practice better,” he says. “We're like a family. And when you treat your employees like family, they feel more relaxed, making our practice more welcoming to patients.”

He says this empowerment leads to job satisfaction, from the front desk to the doctors.

“It's a happier place where people want to come to work.”





## Trends in Glaucoma Diagnosis and Treatment

There are some new and exciting developments in diagnosing and treating glaucoma that will help optometrists better manage patients, says Anthony Litwak, OD, author of “The Glaucoma Handbook,” and a founding member of the Optometric Glaucoma Society and the National Glaucoma Society.

To diagnose glaucoma, OCT technology helps optometrists assess the thickness of the ganglion cell body layer in the macula. In glaucoma, there seems to be a characteristic pattern of damage to the ganglion cells that Dr. Litwak calls, the “squeegee sign,” which shows an asymmetric thinning between the superior and inferior temporal quadrants that respects the horizontal raphe.

“You can use OCT software to look for signs of damage for an initial diagnosis of glaucoma, and compare subsequent readings to baseline to determine progression,” he says. The fact that glaucoma targets ganglion cells in the macula has also led to the development of new visual field software that will include more testing points in the central 10 degrees of the visual field of a standard 24-2 program.

To treat glaucoma, the development of Rho Kinase inhibitors may end the two-decade drought in new medications. This class of medication has a dual function of action by decreasing aqueous production and increasing trabecular outflow. Currently, phase III clinical trials show similar IOP lowering as timolol, but over half of patients showed conjunctival hyperemia with a discontinuation rate of 15 percent.

Other medications in the pipeline are

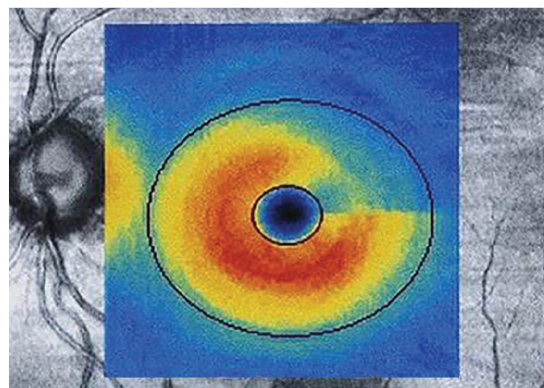
latanoprostene bunod, which is broken down in the eye into latanoprost acid to increase uveal scleral outflow, and butanediol mononitrate, a nitric oxide promotor that aids in trabecular outflow. Latanoprostene showed an additional 2 mm IOP lowering compared to latanoprost alone.

Dr. Litwak says that minimally invasive glaucoma surgery (MIGS) employs the insertion of micro stents or shunts, typically during cataract surgery, to provide alternate drainage channels in the eye. MIGS may be safer than conventional trabeculectomy, says Dr. Litwak, but its ability to lower IOP is modest at best. What’s more, these procedures are approved only for patients with mild-to-moderate glaucoma damage. In the meantime, he says that phaco-cataract surgery alone is an effective glaucoma treatment, lowering IOP 2 to 4 mm on average with a long-lasting reduction over a five-year period.

Dr. Litwak, who presented the latest in glaucoma trends at the 2016 ALLDocs Annual Meeting, says it’s exciting to incorporate these new technologies to better manage glaucoma patients.

### A “Squeegee” Sign

Shows asymmetrical thinning of the superior temporal ganglion cells in the macula compared to its inferior mirror image.



## The World May Soon Be Flat

Every morning, your daily-wear contact lens patients dip their fingers into the insides of their lenses. Then they have to figure out whether the lenses are inside-out.

Japan-based Menicon is changing that with the Love Eyes Flat Pack that’s less than .04 inch thick. The unique packaging opens just like a bandage, the lens pops up, outside-up, reducing inner surface contamination and lens orientation confusion.

“They can just touch the outside surface of the lens with their finger and then place it directly into their eye,” says Steve Newman, Chief Technology Officer, who adds that the recyclable packaging creates about 20 percent of the typical wastage of standard blister packs.

Love Eyes is made from HemaGMA, a unique polymer that mimics oligosaccharides found in the mucous layer of tear film. Its end-of-day wettability can “contribute to better comfort levels and less diurnal changes in vision,” says Mr. Newman. He cites patient compliance as a plus. “The ultimate aim was to remove as much difficulty as possible.”

Menicon plans to introduce a steeper base curve and toric lenses in 2017.







## The Future of Optometry Gets Personal



**Stuart Richer**  
OD, PhD, FAAO  
Chicago, IL

Personalized medicine—using information about a patient's genes and environment to prevent, diagnose, and treat disease—has been on the forefront of medical practices such as oncology, but can it benefit your optometry patients?

Stuart Richer, OD, PhD, FAAO says that tailoring treatments based on a person's response to risk of disease can help many types of patients optimize biochemical health while potentially avoiding future disease. Dr. Richer, Director of Ocular Preventive Medicine at the Captain James Lovell Federal Health Care Facility, North Chicago, IL, says that personalized medicine shifts from previous healthcare models based on a "statistical average patient" response to a certain medication or treatment.

He explains that genetic testing, coupled with data about positive and negative lifestyle habits, such as toxic exposures and nutritional deficiencies, are the crux of personalized medicine. "Clinicians are now able to tailor individualized treatment plans that address the 'Nature vs. Nurture' controversy," he says.

And when it comes to Nurture, Nature can help. Dr. Richer cites a connection between nutrition and eye health that ODs should master. He says that dietary nutrients are involved in gene replication and translation, gene networking, as well as post-translational modification of proteins.

Yet, he says that when it comes to food, "the vast majority of our patients are most interested in quantity and taste over quality." So, he educates his patients on the "90 essentials," which include amino acids, essential fatty acids, vitamins, trace minerals and clean air and water. For optimal eye health, he says the "all-stars are lutein, zeaxanthin, omega 3 fatty acids, the B vitamins, vitamin C, vitamin D, vitamin E, selenium, magnesium, chromium, zinc and sulfur."

He warns, however, that patients may be inadvertently taking too much calcium through supplements—more than approximately 500 mg per day—which recent studies have found can contribute to age-related macular degeneration and worsening low-tension glaucoma.

He advises ODs to know more than their patients about nutrition. He often suggests one place to start is critically reading food labels and supplement bottles for ingredients and doses. Dr. Richer usually prescribes above the RDA based on patient history and lab tests, and encourages clean-eating with few additives, colorings and fillers. For quality supplement suppliers, Dr. Richer suggests that ODs look to sponsors of the [www.OcularNutritionSociety.org](http://www.OcularNutritionSociety.org) and consider the \$100 annual membership.



## Adapting to New AMD Technology

There's a new technology to help optometrists diagnose age-related macular degeneration earlier. AdaptDx®, made by MacuLogix®, uses technology to help measure dark adaptation function, or how quickly the eyes adjust from daylight to darkness.

The AdaptDx measures the Rod Intercept (RI), which is the time in minutes it takes to adapt to darkness. An RI less than 6.5 indicates normal dark adaptation function. An RI greater than 6.5 is an early warning sign of AMD. The AdaptDx provides functional information that adds to the structural information obtained from fundus photography and OCT imaging.

"It's a canary in the coalmine," says John Edwards, CEO of MacuLogix. "We built the AdaptDx device to give physicians a handy tool to detect impairment, which leads to preserving vision by diagnosing AMD several years earlier."

He says the reimbursed test is especially useful as a diagnostic tool for patients at high risk for AMD, such as smokers and people with a family history of the disease.

"If you do as few as 13 tests per month, you will pay for your device," he adds.





## PROFILES

# Putting on the Ritz



**Emil Fadel, OD**  
Houston, TX

When Dr. Emil Fadel opens a new optometry office—currently, he has six—he tells his staff that he wants to “McIntyre” it. This is his tribute to Dr. Jack McIntyre, one of ALLDocs’ most accomplished ODs, who had taken time from his busy practice to share his recipe for success with Dr. Fadel.

“I felt like I was walking into the Holy Grail of optometry offices,” says Dr. Fadel, who recalls some 80 chairs in Dr. McIntyre’s waiting room. When he left, he impulsively ordered two diagnostic machines, an OCT and an Optomap®, in the car, on the way home. He says he was certain that, as in Dr. McIntyre’s office, quality diagnostics and medical billing would be the cornerstone of his growing practice.

His investment paid off. In just one year, he increased his billings by more than 50 percent. “Now I have six Optomaps.”

His own recipe for success for his practices in Houston, San Antonio and Austin, Texas, come from differentiation, he says. Dr. Fadel credits his high tech diagnostic tools and offering eyecare appointments seven days a week to his wide range of patients, from mechanics to CEOs, children to the elderly.



THE RITZ-CARLTON®

“My LensCrafters employees like to imitate me and say, ‘We take them all!’”

His philosophy also stems from “The New Gold Standard,” a leadership book from the renowned Ritz-Carlton Hotel Company that touts their memorable customer experiences. Case in point: Dr. Fadel also sells eye creams to reduce puffiness. “Anything to help differentiate us and bring more people in the door,” he says.

Another key to his success is giving his staff sales goals. They receive cash rewards for contact lens sales and other bonuses. This year, he will treat two managers to spend a weekend at a Ritz Carlton to experience his favorite book’s principles in person. “I give them goals to compete in a good way,” he says.

### Break Time

After running six offices, Dr. Fadel takes a much needed vacation atop the ruins in Coba, Mexico.



## Eye Openers!

**15**

Number of times per minute that adults blink on average.

**2**

Number of times per minute that newborn babies blink.



## BUSINESS

# A Great Find for ODs



[Post Optometrist Jobs](#)

[View Optometrist Jobs](#)

At ALLDocs, we know that a good optometrist is hard to find. Now, we’re making it easier for you. Just visit [www.alldocsod.com](http://www.alldocsod.com). You’ll see we’ve added two new features designed to help our members post and find optometrist jobs.

To list a job, just click on the “Post Optometrist Jobs” button on the right side of the home page. There, you can submit job openings by filling out the form, including: your practice name, city, state, contact information and job description. Job listings are posted immediately and remain online until you request to remove them.

ODs and students can find job listings by clicking on the “View Optometrist Jobs” button on the home page. Listings typically include location, contact information, benefits, job requirements and whether the position offered is full- or part-time.

This service is available to ALLDocs members only. No login credentials are required.



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