

ALLDocs is Heading to the Aloha State



Kerry Gelb, OD
President

ALLDocs continues to provide our members with tools and information designed to help you grow your practice and serve your patients. It's part of our commitment to help support your professional needs.

Have you booked your Maui trip yet?

Join us in gorgeous Maui November 5-10 for the 2017 Annual Meeting, which will be held at the Wailea Beach Marriott Resort & Spa. The meeting brings together members, speakers and sponsors for an unparalleled opportunity to network and learn in such a relaxing setting. This is your chance to earn your CE credits, meet fellow members and enjoy a few lovely days in Hawaii.

Our speaker slots are filling up, and it promises to be another spectacular lecture lineup. If you can recommend any potential speakers from the West Coast, please let me know.

Be a part of it ALL

Have you seen our newest video, "Be a Part of it ALL?" This four-minute membership and sponsor recruitment video shows what ALLDocs is all about for potential sponsors, new members, LensCrafters® and industry executives. Please share it with potential members and sponsors, because it's a great way



PRESIDENT'S DESK

to explain about ALLDocs. Be sure to check out our new video online at: <https://vimeo.com/202319466>.

Beware online eye exams

Now more than ever, it's important to protect your patients from online refractions masquerading as eye exams. Members should know that 1-800 CONTACTS has launched a new online test called InstaRx, powered by Opternative. It's promoted on the web as a "vision test" that's simply more "convenient" than visiting an OD. All the patient needs is a computer and a smartphone. 1-800 CONTACTS then sells contact lenses directly to the patient, bypassing us.

If this practice continues, patients may not visit a doctor in person for up to four years or more, putting them at serious risk. We need your help to fight back. Please educate your patients about the need for a "complete" medical eye exam.

ALLDocs can help. Earlier this year, we delivered a patient brochure called "See Your Optometrist Once a Year" to help our members explain the benefits of an in-person eye exam. It's a great educational tool about early disease detection, eye conditions and computer eye strain, as well as tests that we use to examine eyes. Please share it with your patients.

Our doctors must try to be diligent about recalls, using management programs, such as Automated Total Recall by TAB and WebSystem3® and EyeCare Prime™ by CooperVision®. Together, we can help protect patients through education and good medical practices.



GALLERY

A Wailea Welcome



A Feeling of Peace and Serenity

Relax at the Serenity Pool and Bar at sunset and watch the breathtaking Pacific waters transform from a deep blue to violet.



Excellent Food and Spectacular Views

Dine at the casual KAPA Bar & Grill with dramatic views of West Maui Mountain and the nearby islands of Lana'i and Kaho'olawe.



A Room with a View

Lounge around and read all day at one of the many 'Ohi Pool oceanfront cabanas.





CooperVision's Vision for the Future



In the past two years, ALLDocs' top sponsor, CooperVision®, has had more than seven product launches, bringing innovation to the contact lens market, says Jerry Warner, President, Americas. "We maintain our commitment to providing a lens for as many patients as possible, continually investing for improvements in spherical, toric and multifocal lenses."

CooperVision's most recent launch is Biofinity Energys™ contact lenses designed for digital lifestyles and everyday living. The lenses are made with multiple front-surface aspheric curves across the entire optic zone to distribute power evenly and simulate more positive power in the center of the lens. This helps patients see clearly with less effort as they look from on-screen to off-screen, helping with the tiredness associated with digital eye strain caused by repeatedly looking at multiple distances.

"It gives you visual relief to help you look at your phone or tablet without compromising distance correction," says Mr. Warner. "Patients can look at their phones, look up at their children's soccer game, and then back at their phones with no problems," he says.

CooperVision continues to provide value-added services with WebSystem3® and EyeCare Prime™, which help doctors build an online presence by providing relevant social media content, and improve their websites' rankings in

search engines. These programs help ODs acquire and retain patients to build solid practices in a way that matches the needs and practices of today's tech-savvy marketplace.

EyeCare Prime, a wholly owned subsidiary of CooperVision, now offers LensFerry® S, an online contact lens subscription service that's convenient for patients, improving compliance for purchasing annual subscriptions while enabling doctors to retain more sales.

The company continues to develop lenses for patients whose vision correction falls outside of the norm, including those with greater levels of myopia and hyperopia, those who need multifocal and toric lenses, and presbyopic patients with astigmatism. CooperVision will continue to meet patient needs by looking to expand its Biofinity® line, following up on last year's launch of Biofinity® XR toric lens for extreme prescriptions.

"We work hard to make sure as many patients as possible can use and are happy with our Biofinity® line of contact lenses," says Mr. Warner. "We work hard to help provide you with additional options for all of your patients based on the excellent material and patient satisfaction of Biofinity. It's our commitment to our future."



What's the Rub?

When your eyes are dry, itchy and watery, it's so satisfying to rub them, and yet, it's also dangerous. Your patients need to know the damage they can cause by rubbing their eyes. Consider telling your patients the following:

The hands are full of germs

When you rub your eye, you can transfer these germs—from money, doorknobs, shopping cart handles, the subway—onto your eye, increasing your risk for infections, such as conjunctivitis. Never touch your eyes without first washing your hands. But take note: Only 5% of people wash their hands for the CDC-recommended 15 seconds or longer.

You could scratch your cornea

Though it's tempting to rub the eye to remove a foreign object, such as an eyelash or dust, you could scratch your cornea. It's better to flush the object with fresh warm water or artificial tears than to touch your eye with your fingers.

In fact, you could worsen eyesight or disease. Rubbing the eye can worsen eyesight in people with certain eye conditions, such as glaucoma, by causing IOP to spike. Continual rubbing can thin the cornea, leading to keratoconus. For these patients especially, it's crucial not to rub the eyes.





The OD is the New GP



Kerry Gelb, OD
Woodbridge, NJ

If the eyes are the windows to your health, then the eye doctor is on the front lines of your wellbeing. So says Dr. Kerry Gelb, ALLDocs president, who sees patients at his practice in Woodbridge, NJ. “Now that retinal imaging is improving, the optometrist can look at retinal blood vessels and determine patients’ health status better than ever,” he says. As our 2016 ALLDocs speaker Dr. Lisa Renzi-Hammond said, this makes the OD the new GP.

“We now have the potential of finding retinal vascular changes sooner through improved retinal-imaging technology. Then we can refer for blood tests that will help explain the root cause of these changes,” he explains. “We look at blood vessels every day, 20 to 30 times a day, making ODs experts in vascular biology. We’re actually looking at blood vessels in vivo.” Dr. Gelb says this allows optometrists to see microscopic changes in blood vessels sooner than other doctors do, using new technology such as Annidis RHA™ Multi-Spectral Imaging.

Dr. Gelb recently helped run a pilot study that found a correlation between retinal capillary micro-aneurysms and elevated serum insulin levels, an early marker of vascular diabetes. If you consider that the OD sees about 2½ times the number of patients a primary care doctor sees each year, sending patients with early signs of vascular abnormalities for blood tests is a “no brainer,” says Dr. Gelb.

For appropriate patients, he often recommends ordering tests for fasting insulin, two-hour insulin, lp(a), FBS, HbA1c and homocysteine. “These tests can help diagnose patients with insulin resistance and hold the key to why some patients may have isolated retinal hemorrhages.” Dr. Gelb says that GPs typically find vascular conditions when they are more advanced, using blood tests such as CBC or metabolic panels. “We want to find it earlier on the spectrum to help prevent people from getting cardiovascular disease, stroke, diabetes, dementia and retinal hemorrhaging.”

He says most conditions when found early can be treated with lifestyle changes and targeted supplements. He advises patients to eat whole and organic foods, with a three-to-one vegetable-to-fruit ratio. Dr. Gelb also recommends meditation and exercise to help reduce stress.

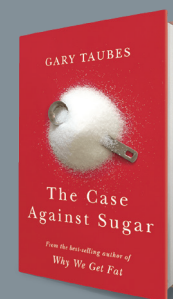
“We took an oath to do what’s best for the patient,” he says. “Every three to four years, the whole knowledge base changes,” and doctors must keep up. Now more than ever, ODs can use technology to help their patients prevent life-changing diseases.

ODs Are the New Gatekeepers

Annidis RHA images show early micro-aneurysms, allowing ODs to detect pre-diabetes and other health-related issues.



Sweet Book Review



The Case Against Sugar

Review by
Steven Lutz, OD

Is sugar guilty of causing one of our biggest health crises?

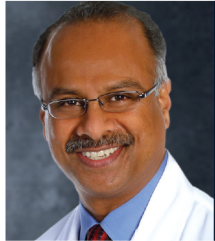
When Gary Taubes served as the keynote speaker at the ALLDocs’ annual meeting several years ago, he debunked the concept that staying slim is merely about energy balance—burning more calories than we eat. In his newest book, “The Case Against Sugar,” which was featured in The *New York Times* Book Review, the bestselling author continues his crusade against sugar by focusing on its role as a dietary trigger that leads to weight gain. Here, he takes on the role of prosecutor, accusing sugar of causing the obesity epidemic and the explosion of type 2 diabetes, encouraging many types of cancer and contributing to the dramatic increase in dementia rates.

Mr. Taubes ties the history of sugar to the science of metabolism, noting that a review of more than 40,000 patients’ medical records at Johns Hopkins Hospital between 1870 and 1892, when sugar consumption was far lower, revealed just 100 cases of diabetes. Today, however, that number would likely reach an estimated 4,100 cases.

Though the author says it may be impossible to prove with certainty that sugar causes many of the worst health problems we face today, the preponderance of his evidence in “The Case Against Sugar” points to sugar’s guilt beyond a reasonable doubt.



Let Food Be Your Medicine



Dr. Derrick DeSilva
Internist and
Radio/TV Host
Edison, NJ

If you ask Dr. Derrick DeSilva what your patients should be eating for their eye health, he'll probably say "Take the carotenoids lutein, zeaxanthin and meso-zeaxanthin." He'll then tell you that turmeric, the yellowish spice frequently used in Indian cooking, is great for eye health, too. Then he'll tell you that westerners will never eat enough of turmeric to make a real difference.

"People in this country buy turmeric powder from a store and say, 'I'll put a little in my smoothie or shake,' and they'll think it will have some benefit," says Dr. DeSilva, an internist at the Raritan Bay Medical Center in Perth Amboy, NJ, and the host of "Ask the Doctor" on WCTC AM radio and "To Your Health" on News 12 New Jersey. "But in India, they consume about a handful of turmeric daily. It's in almost everything they eat."

"You can use turmeric supplements for your eyes to help prevent an inflammatory response and damage to the macula," says Dr. DeSilva, who calls these "side benefits." While side effects harm the body, "side benefits" actually support health. He says turmeric can reduce pain and inflammation in the joints and it has brain benefits while also protecting the retina. Yet, unlike many anti-inflammatory medications,

they lack some side effects, such as gastrointestinal bleeding, blood pressure increases, and liver and kidney damage.

But not all turmeric supplements are created equal, Dr. DeSilva adds. "Getting the wrong form is like putting the wrong lenses in eyeglasses." He recommends a turmeric supplement that's harvested, ground and made into a gel form. He helped develop a soft gel turmeric supplement that he says is about eight times more bioavailable than other supplements. He markets them through his company web site, www.AskDrDeSilva.com. "I take turmeric supplements and I give it to everyone."

"Let food be your medicine," he says. "There's a reason God put these fruits and vegetables on earth for us. We've got to get back to that teaching." He says that it's up to doctors to educate themselves about supplements. "I wasn't taught this in medical school either! Pick up a medical journal, don't read the same old 'stuff,' and open up your mind."

The Benefits of Turmeric

Dr. DeSilva recommends gel supplements made from ground turmeric to help protect the retina and macula and provide "side benefits," including reducing joint pain.



Be a Part of it All

Need a feel-good boost that's full of facts, fun and fellow ODs? Check out the third video of the ALLDocs' promotional series. Launched this spring, "Be a Part of it ALL" is a four-minute membership and sponsor recruitment video that stars fellow members and some of our valued sponsor/partners. It outlines the benefits of ALLDocs membership and sponsorship. What's it ALL about?

The doctors: ALLDocs is 400 strong working in over 600 offices and growing. Our members are located all across the U.S. and Canada.

The annual meeting: Get COPE-approved continuing education from inspiring, world-class speakers and enjoy the camaraderie of other ALLDocs members just like you!

Our sponsors: They share valuable information about the latest eye-care products, technologies and services and offer group-buying opportunities while helping to underwrite our continuing education. Thank you!

Be a part of it ALL and check out the video online. See the link below. We hope you'll share it with potential members and sponsors.

A special thanks to all the doctors and sponsors who participated in the making of this video. It's ALL good!

<http://vimeo.com/202319466>





CONTACTS

Alcon A Novartis Division

New Look for Alcon's DAILIES® AquaComfort Plus®

Alcon will introduce new U.S.-only packaging for DAILIES® AquaComfort Plus® contact lenses. The refreshed design features new educational elements and assures eyecare practitioners and their patients that the lenses were meant for sale in the United States.

The packaging includes illustrated instructions for lens preparation, insertion and removal. Other patient-focused resources include a patient helpline, email address and website address.

The U.S. flag symbol is prominently displayed on the back of each box to show that the contact lenses are meant for sale in the United States. This redesign replaces all prior packaging that Alcon has issued into the U.S. market for sale

and will be available only to authorized customers in the United States.

"Helping improve patient and practice outcomes is at the heart of what we do," says Rick Weisbarth, OD, FAAO, Vice President of Professional Affairs for Vision Care at Alcon. "We know that contact lens wearers, particularly new wearers, may need additional support and information once they leave their eye-care provider's office."

The new packaging reflects Alcon's ongoing promise to help patients see, look and feel their best. It will be introduced in the second quarter of 2017.

"We want to ensure that patients have educational resources both in hand through our packaging and online so they may optimize their success with contact lens wear," adds Dr. Weisbarth.

DAILIES® AquaComfort PLUS® ONE-DAY CONTACT LENSES: 90-PACK CARTON



DAILIES® AquaComfort PLUS® ONE-DAY CONTACT LENSES: 30-PACK CARTON



Rx only See product instructions for complete wear, care and safety information. © 2017 Novartis 2/17 US-VCM-17-E-0189



TECHNOLOGY

Blue Light Protection



Cory Lawson
Transitions®
Retail Account
Manager

Though exposure to blue light has increased as people spend more hours each day looking at digital screens, the sun is still the largest source of harmful blue light. So how do you protect your patients from blue light indoors and outdoors? Transitions® offers a solution.

"Fifteen minutes in the sun equals eight hours staring at your computer screen," says Cory Lawson, Retail Account Manager at Transitions, adding that the sun emits blue light more than 100 times more intensely than digital devices do. "Clear lenses don't do much to protect you outside."

Transitions offers three lens options that block blue light indoors and outdoors. Transitions Signature® is clear indoors and then activates and darkens outdoors. It's the perfect lens for patients who desire outdoor comfort with indoor clarity. Transitions XTRActive® is the darkest lens option, providing extra blue light protection. It activates in the car, and is best for light-sensitive patients and those who move from indoors to outdoors often. Transitions Vantage® is the only lens with variable polarization that adjusts the level of tint to match the level of outdoor glare. It can be recommended for your active, outdoorsy patients.

"If you've already been wearing Transitions lenses, rest assured, you've been protected from blue light," adds Lawson.



PROFILES

Making the Clear Choice: Optometry



Hang Thai, OD
Orlando, FL

Dr. Hang Thai didn't grow up wearing eyeglasses. She had her first eye exam when she was in college and deciding which major to choose. She'd already determined that accounting was too boring, and she didn't want to "look at teeth all day" as a dentist, or "count pills all day" as a pharmacist.

After her eye exam, however, she had found her niche. After she shadowed optometrists, who, she reports, loved their jobs, she chose optometry, graduating from the Pennsylvania College of Optometry in 2001. After a few years in Washington, DC, she returned to her roots in Orlando, partnering with LensCrafters® in 2008.

She says she loves the opportunity to meet different types of people, including a famous baseball Hall of Famer and two Olympians. "We have a lot of patients who build the rides for Disney and Universal Studios," says Dr. Thai, who still likes learning about other people's careers.

She also believes in giving back to the community—and the world—by participating in OneSight® programs

in the U.S. and overseas in places like China, India, Zambia and Tanzania. She says she loves to see the smiles on kids' faces when new glasses allow them to see properly for the first time.

Dr. Thai says the key to a successful OD practice is to provide the latest technology. That's why she has the ClarifyeSM system, a retinal camera and an OCT.

As the current president of the Central Florida Society of Optometric Physicians, she works to better the profession, spreading the word on the importance of promoting annual eye exams and adopting technology to keep up with industry advances. "Better technology makes us better practitioners."

Give Them Credit

Florida ODs Dr. Tosh Arciaga and Dr. Hang Thai take a fun break from four days of continuing education, where they earned their year's worth of COPE-approved credits.



Eye Openers!

10-20

Percentage of extended wear contact lens users who get an eye infection each year.

20 times

Reduction in risk of infection with 1-day contact lenses.



GALLERY

A Minute to Win It

Highlights from the 2016 ALLDocs Second Annual Bronze Sponsor Competition



Ken and The King

Dr. Ken Watson and Baby Elvis present the benefits of BioDOptix® amniotic technology.



Cookie Monster Loves BluTech Lenses

Valerie Manso showed the love for BluTech lenses' blue light protection.



Crystal Blows Up 1st Place

The Crowley brothers from Crystal Practice Management go home with the win with this crazy balloon skit that entertained all.



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