

## Be a Part of it ALL in Hawaii



**Kerry Gelb, OD**  
President

The next annual ALLDocs meeting will be held this November 5-10, 2017, at the stunning Wailea Beach Marriott Resort & Spa in Maui, Hawaii. Like always, we've got a top-notch roster of speakers to help educate and motivate you on both the clinical and business sides of your optometry practice.

### 'Ike Loa (Seeking Knowledge)

Returning to our stage for the second time, New Jersey's nutrition guru Derrick DeSilva, MD, will talk about the future of medicine and the use of nutrition and lifestyle in the prevention of chronic disease. He will also speak on how environmental toxins and mold effect the body and nervous system. Also returning is Chicago eye expert and professor, Stuart Richer, OD, PhD, who'll update us on the latest research studies that can enhance your clinical practice-making decisions.

Also returning to our stage, direct from San Francisco, Professor Andrew Mick, OD, will speak on the diagnosis of glaucoma and macular disease using the latest OCT technology. Jack McIntyre, OD, and owner of one of the largest optometric practices in the United States will give us a very useful practice management lecture about applying efficient and streamlined procedures



### PRESIDENT'S DESK



into your office. And to help round things off, Dr. James Stringham, PhD, will discuss vision enhancements using carotenoids.

### Eye Openers

This year, ALLDocs is excited to present the "Eye-Opening" Project which will feature a full-length documentary delivering the scientific, technological and sensible reasons why optometry should be at the forefront of primary health care by 2020. Our goal is to help reframe the optometrist in the eyes of the world. Joining us in Maui will be the Emmy award-winning writer, director and producer of this important film, Wayne Chesler.

### Fun in the Sun

While you're at the conference, there will be plenty of time to enjoy the tranquility of Maui's luxurious, newly-renovated Wailea Beach Marriott Resort & Spa. The striking sight of the vast Pacific Ocean greets you the moment you arrive.

It's a spectacular backdrop where humpback whales and gorgeous sunsets enchant. Be sure to take a dip in the Maluhia Serenity Pool or two new Ohi Pools that overlook the ocean, or just hang out at the KAPA Bar and Grill. Soothe your mind, body and soul at the famous Mandara Spa featuring massages, wraps, facials and more. Or visit a volcano at the Haleakalā National Park. The club also boasts three championship golf courses, shops and a fitness center. Be sure to register online at [alldocsod.com](http://alldocsod.com).

I look forward to seeing you all in Maui this autumn. Mahalo!

Watch our new video: <https://vimeo.com/202319466>



### EDUCATION

#### Here's Our Speaker's Bureau Lineup!



**Derrick DeSilva, MD**

**Dr. Derrick DeSilva Jr.**, will provide an overview of the future of medicine. He is part of the senior attending staff at the Raritan Bay Medical Center in Perth Amboy, NJ and host of the radio show "Ask the Doctor" and TV's "To Your Health" on News 12 New Jersey.



**Stuart Richer  
OD, PhD**

**Dr. Stuart Richer** will speak about the latest research studies. 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.



**Andrew Mick, OD**

**Dr. Andrew Mick** is a staff OD at the San Francisco VA Medical Center, he is also an Associate Clinical Professor at the University of California Berkeley School of Optometry and the UCSF Department of Ophthalmology, as well as Associate Topical Editor of the AAO journal *Optometry and Vision Science*.



**Jack McIntyre, OD**

**Dr. Jack McIntyre** will lecture on how a practice can be more efficient by improving office flow. The ALLDocs Board Member is also a member of the AOA, the Corpus Christi Optometric Society and the Texas Optometric Association. He also runs one of the largest and most successful practices in the United States.



**Wayne Chesler**

**Wayne Chesler** is a two time Emmy Winner, writer, director and producer of shows for CBS, ESPN, the NBA, HBO, TNT, NBC, Sports Illustrated, Lion's Gate Entertainment and the History Channel. As a screenwriter his feature film, *The Hotel Manor Inn*, was one of the Sundance Channel's premiere films during its launch.





## Learning a Fitting Solution to Keratoconus



**Lynette K. Johns**  
OD, FAAO, FSLs,  
FBCLA  
Boston, MA

Lynette Johns, OD, has made her patients cry. And that's a good thing.

Many of her patients have keratoconus, an ectasia in the cornea that causes blurry vision, which can't be corrected with eyeglasses. Traditional rigid gas permeable corneal lenses can exhibit an improper fit if there is corneal progression, or feel so uncomfortable, they can only be worn for a few hours a day, leaving patients visually disabled.

Dr. Johns, an adjunct assistant professor at the New England College of Optometry and an education consultant for Bausch + Lomb Specialty Vision Products, fits these patients with specialty contact lenses. She shares this expertise with practitioners across the country.

"These lenses are life-changing," says Dr. Johns, recalling when a patient who'd had keratoconus her entire adulthood was fitted for scleral lenses. "She started crying and said, 'This is the first time I can see my own children.'"

This year, Dr. Johns completed a 20-city dinner tour to share with optometrists the basics of fitting these unique lenses. She also teaches at hands-on workshops and performs in-office training for fittings for keratoconus and pellucid marginal degeneration, as well as keratoglobus. Specialty scleral lenses for these

conditions can often correct vision to 20/20, eliminating the need for a corneal transplant.

Scleral lenses are made of rigid gas permeable materials to correct an irregular cornea, vaulting over it to land on the sclera. But there are also unique soft contact lenses for keratoconus as well.

"Practitioners have a misconception about soft lenses for keratoconus," says Dr. Johns, "because they know that irregular corneas benefit from GPs most." But, she adds, Bausch + Lomb's NovaKone™ offers patients a soft lens that increases center thickness, making the lens stiffer to prevent draping over ectasia and forming a tear layer that improves vision. "Patients can achieve visual acuity similar to GPs in some cases."

"Try them on a patient and you'll have your end point," she says. "If the patient gets good visual acuity, you'll know it's a potential option." If not, she says, try another lens.

Dr. Johns says NovaKone has an easy four-step fitting process:

1. Take the base curve by average keratometry readings, preferably central 3 to 4 mm of average K.
2. Determine the index of thickness by selecting the next increased index of thickness until the topography mires appear regular and uniform.
3. Determine the over-refraction.
4. Determine the fitting curve. The goal is to have 1 mm of movement curve, flattening or steepening the lens until it's achieved. If the patient has optimal visual acuity at the end point, then the lens is an option.

"NovaKone is a very good entry into specialty contact lenses," says Dr. Johns, adding that they aren't as intimidating to practitioners as other types of specialty lenses. She says that once patients are happy with their vision and feel that their lenses are comfortable, they become loyal patients who return and refer. Considering that irregular corneas can be hereditary, families may also require evaluations.

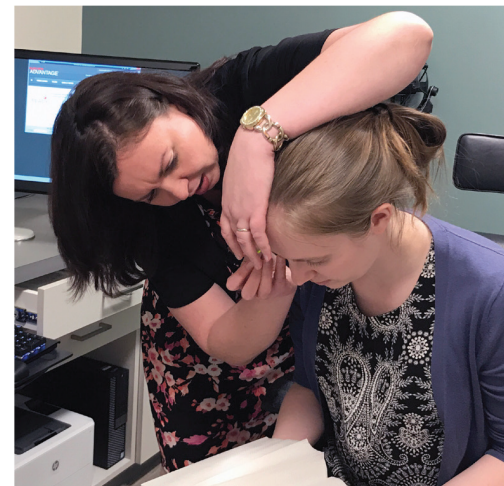
Meanwhile, Dr. Johns continues to concentrate on education—an education that today's optometry school graduates already have as they start their professional careers. Her goal is to help teach every practitioner who wants to learn about specialty contact lenses.

"We don't expect everyone to be an expert, but to feel confident enough to identify the conditions and use the tools to treat it."

For more information about specialty lens workshops and training, visit [www.bauschsvp.com](http://www.bauschsvp.com).

### A Specialty in Specialty Lenses

Dr. Johns performs a comprehensive contact lens evaluation on a patient with keratoconus.



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VISION PRODUCTS







## A Holistic Approach Helps Us Heal Ourselves



**Kelly Brogan, MD**  
Holistic Psychiatrist  
Author  
New York City, NY

Dr. Kelly Brogan firmly believes that the human body does an excellent job of healing itself. The New York City-based psychiatrist, author, and 2016 ALLDocs Annual Meeting speaker has witnessed this kind of healing herself, first through the work of her mentor Dr. Nicholas Gonzalez, a champion of alternative cancer therapies until his early death in 2015.

"When you see someone with late-stage pancreatic cancer go into a 30-year remission, just about anything is possible," says Dr. Brogan, author of the New York Times bestselling book, "A Mind of Your Own," a manifesto for a holistic approach to treating depression. She works with women who struggle with fatigue, depression, chemical sensitivities, anxiety, bipolar disorder, allergies and autoimmune disorders, applying a combination of non-medical tactics to achieve positive results.

"In conventional medicine, we don't think about the person," she says. "It's just about the genes and the tissue. But a person's belief system and perspective are responsible for shaping their biology." She says that prescription medications or surgery need not always be the answer to a medical problem, and that human beings can use their "software to reprogram their hardware." In other words, change your mind and you can change your body.

The cornerstone of her treatments includes home detoxes—Dr. Gonzalez's

coffee enema protocol—and a brief but daily practice of Kundalini yoga, which helps place an emphasis on consciousness to activate energy centers in the body. She says that even three minutes of this meditative yoga every day can improve digestion and brain circulation.

"The body has an innate wisdom that we can't proximate with the quantification of biology," she says. How can optometrists and other doctors start helping people help their own bodies heal? Dr. Brogan says they should take the time to ask patients how they manage stress, whether they pray or meditate, if they exercise, what they eat and whether they have experienced any recent struggles or chronic stress.

"In the American medical system, we tend to blame genes and bad luck and think there's nothing we can do about it except give it an ICD-10 code and treat it [with gold standard treatments.]" She says that medical practitioners can help patients lead healthier lives by encouraging self-care, including meditation, nutrition and exercise. "Our mantra should be self-care as the first step to solving problems from the personal to the global."

### Making a Conscious Effort to Heal Yourself

Dr. Kelly Brogan says that a brief, but daily practice of Kundalini yoga helps place an emphasis on consciousness to activate energy centers in the body.



## A Good Choice



**"DAILIES® Choice has helped me fit more daily disposables and increased my annual supply sales."**

**Emil Fadel, OD**  
Houston, Texas

Daily disposable contact lenses are a healthy option that offer the promise of greater convenience.<sup>1,2</sup> They also provide opportunities to improve replacement compliance, increase eye exam frequency, and promote practice growth.<sup>3-5</sup> For some patients and providers, however, cost has been seen as a barrier to experiencing the advantages of daily disposable lenses.<sup>6,7</sup> **Start your patients on a healthy contact lens routine today by leveraging the Alcon DAILIES® Choice Program. I help my patients overcome the perceived price barrier by introducing them to Alcon's \$200 rebate on their first annual supply of Alcon DAILIES® lenses.**

Tell your patients about the DAILIES® Choice Program and help them experience the comfort and convenience benefits of DAILIES® AquaComfort Plus® and DAILIES Total1® contact lenses.

**80%** of patients agreed they are more interested in wearing daily disposable lenses when recommended by the eye care professional<sup>8</sup>

**99%** of eye care professionals want to fit more of their patients in daily disposable lenses<sup>9</sup>

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See product instructions for complete wear, care and safety information.  
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## Research Shows Carotenoids Enhance Vision



**Professor John Nolan**  
Waterford Institute  
of Technology  
Waterford City, Ireland

John Nolan, PhD, travels the world to tell optometrists that the science is so strong for proving the benefits of carotenoids for eye health that they should recommend lutein (L), zeaxanthin (Z) and meso-zeaxanthin (MZ) to all their patients, not just those with eye disease.

Clinical trials have shown that nutritional supplements with carotenoids can improve macular pigment levels in patients with disease and in healthy patients. Macular pigment helps reduce oxidative damage and protects the eye from harmful blue light emitted by the sun and other high energy light sources, such as fluorescent light bulbs. As a result, Dr. Nolan says that waiting until a patient develops eye disease before recommending macular carotenoids is like “putting sunscreen on sunburn.”

“This is the first discovery to show how eye care can make eye vision better since the invention of spectacles,” says Dr. Nolan, a professor and a principal investigator of the Macular Pigment Research Group at the Nutrition Research Centre Ireland based at the Waterford Institute of Technology. For over two decades, he has studied links between nutrition and the eye, publishing peer-reviewed scientific papers that illustrate the benefits of lutein, zeaxanthin and meso-zeaxanthin.

In a study published in Investigative Ophthalmology and Visual Science, Dr. Nolan and his fellow investigators report that a formulation of all three macular carotenoids (provided in a high-quality oil suspension) raise blood and retinal carotenoid levels and enhance visual function, such as contrast sensitivity, in healthy patients with no retinal disease. In a sister paper, it was shown that the intervention achieved remarkable results in patients with early AMD, demonstrating visual function improvements in 24 tests of visual function. These trials were conducted as part of the Central Retinal Enrichment Supplemental Trials (CREST), which was funded by the European Research Council government grants.

As a result, Dr. Nolan recommends MacuHealth® with LMZ3, a formulation with a 10:10:2 mg ratio of MZ:L:Z that he says contains quality oils to protect the ingredients from deterioration, and achieves best results for patients.

Patients can also increase their intake of these carotenoids through diet, in foods such as leafy green vegetables, avocados, peas, corn and broccoli, but these foods contain only small amounts of the macular carotenoids.

Don’t wait to tell your patients about supplementing with the macular carotenoids until they have a retinal disease, he says. “We can do something now that makes their vision better in real-time and this will protect their vision into their later years.”

For more information about the clinical studies, visit Professor John Nolan’s site at: <https://profjohnnolan.com>.



## Filling the Books



**Vincent Facchiano, OD**  
Rockford, IL

At Dr. Vincent Facchiano’s optometry practices in Illinois and Wisconsin, the mantra is “fill the books.” He had tried a variety of incentive programs, including in-store credits and free trinkets, to bring in new patients and keep current patients happy, but few worked consistently. It wasn’t until he introduced a gift card program that rewarded both patients and the staff that he discovered consistent and measurable success.

**Here’s how it works:** The doctor or a staff member provides a patient with an ALLDocs refer-a-friend bookmark. When the bookmark returns with a new patient, a manager calls the referring patient within 24 hours, offering a \$10 gift card of their choice from Starbucks, Target, pizza places, grocery stores or gas stations. The referring patient gets a thank you note and the gift card in the mail, the referring staff member gets some extra cash at the end of the month, and the new patient gets a new ALLDocs bookmark to start the process over again. “It’s a tactic that fills the books, and you can actually measure its success Dr. Facchiano says. “Even if you get five patient referrals or more, it really starts to add up.”



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message to  
our patients...

**Refer a  
friend and  
win a free  
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Please pass along  
this handy bookmark  
to a friend looking  
for the highest  
quality eye care,  
a friendly staff and  
affordable prices.  
If they mention your  
name and become  
our new patient,  
you will receive a





CONTACTS

## Digital Tech: A Strain on Back To School

Did you know that nearly four in 10 millennials spend at least nine hours a day on digital devices?<sup>1</sup> According to the 2017 Blue Light and Digital Eye Strain Survey by The Vision Council, 84 percent of them own smartphones and nearly 60 percent of them take their smartphones to bed to use as alarm clocks.<sup>1</sup> Now that's alarming! In addition, nearly 70 percent of the group surveyed report that they also experienced symptoms of digital eye strain, so parents should be very concerned.<sup>1</sup>

The increased use of digital devices at home and school is a growing problem that can affect your patients' eyes. They may be experiencing symptoms such as eye strain, dry eyes, headache, blurred vision and neck and shoulder pain after just a few hours of screen time. Plus, staring at screens for extended periods can cause blink rates to reduce, resulting in dry, itchy or burning eyes.

With another school year starting, what can ODs do to help ease symptoms?

For patients who wear contact lenses, CooperVision® Biofinity Energys™ may help ease the symptoms associated with digital eye strain. These lenses feature a Digital Zone Optics™ lens design, which helps with eye tiredness caused by focusing on digital devices. Multiple front-surface aspheric curves are employed across the entire optic zone to distribute power evenly and simulate more positive power in the center of the lens. This helps wearers change focus from on-screen to off-screen and back with less effort. And it fits like a single-vision lens.



Biofinity Energys lenses also feature Aquaform® Technology, which attracts and binds water throughout the lens material to retain moisture—natural wettability that can help wearers' eyes feel less dry.

Our digital lifestyles have changed. According to the Pew Research Center, smartphone ownership has doubled and tablet ownership quintupled between the years 2011 and 2015.<sup>2</sup> As young adults read more and more on their digital devices and use more and more types of devices, it's important for us to talk to them about their digital device use and its effect on their eyes. If they do report symptoms of digital eye strain, try to offer them solutions to keep up with the times.

### References

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2. Pew Research Center. *Technology Device Ownership: 2015*.



CONTACTS

## The Case for 1-Days

There are more than 140 million contact lenses wearers worldwide.<sup>1</sup> Lens-related infections have been a problem since their introduction. In the 1970s and 1980s, 44 percent of hospital admissions for microbial keratitis were caused by contact lens wear.<sup>1</sup> Corneal swelling caused by oxygen deficiency has occurred with overnight lens wear.<sup>2</sup> Extended wear lenses have been shown to lead to epithelial thinning and epithelial microcysts, which is caused by chronic hypoxia. The risk of the occurrence of negative clinical effects is high with extended wear lenses, and can be avoided by prescribing daily wear lenses.<sup>2</sup>

Poor contact lens hygiene has been established as a risk factor for corneal infection, with microbial contamination of lens storage cases as the source.<sup>1</sup> 1-day hydrogel lenses don't require storage or cleaning, and can correct vision comfortably.<sup>2</sup> They may be a good choice for patients who discontinued wearing contact lenses. The short-term success rate for refitting contact lenses has been shown to be among the highest for daily disposable lenses—nearly 90 percent.<sup>3</sup>

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## PROFILES

# Optometry: Because Everybody Has Eyes



**James Ducklo, OD**  
Nashville, TN

When ALLDocs' James Ducklo was growing up in the suburbs of Nashville, Tennessee, he and his older brothers saw some industry changes affect his father's shoe machinery supply business and took note. His oldest brother, Bobby, told him that he needed to find a more steady profession, and pushed him to go to dental school as he had, because he said, "Everybody has teeth."

But his brother Tommy suggested he become an optometrist like him. At the time, Dr. Ducklo was in college, majoring in chemistry and figuring he'd get a job for a large corporation someday.

"What happens when you're married and age 40 and you suddenly get laid off while working for the other guy?" Tommy asked. He told his little brother that the field of optometry had stability, growth and independence. Also, that everybody has eyes.

"I was interested in science, but I'm not good at blood and gore," says Dr. Ducklo, who has two optometry practices in LensCrafters® locations in the Nashville area, one in Mt. Juliet and one in Green Hills. "I don't even like to clean a fish."

Optometry melded two of his favorite things: science and meeting people. "I meet so many interesting people

from all walks of life and from different circumstances," he says. In Mt. Juliet, most of his patients tend to be truck drivers and farmers who "tell him great stories." In Green Hills, most of his patients have relocated from just outside of Nashville, affording him the opportunity to learn about different ways of living. "I feel like I'm right at home in Mt. Juliet, but I'm also seeing what the rest of the world is like in Green Hills."

He says that optometry has changed a lot since he was a student at Southern College of Optometry in Memphis. "Now we can see a refractive error on our screen, but we could only imagine this technology back then," he recalls. He says that today's technology has made optometry a stronger industry, and he foresees nutraceuticals as an important part of its future. He says his marketing plans have shifted from a "desktop computer experience to handheld devices."

"You have to be able to see into the future where the optometry profession is going to be," he says.

### Catch of the Day

Dr. Ducklo and the Muskie he snagged at Fischer Lake, Ontario. The fish was too small to keep.



## GALLERY

# ALLDogs

Welcome to the Gallery of Fun Photos  
From the Doctors of ALLDocs



### Three Dog Day

Dr. Michael Young and his new wife, Amy, are right at home with their Shih Tsu, Maggie, English Springer Spaniel, Mayzi and Pug, Henry.



### A Few Pointers from Dr. Rick Stewart

Dr. Stewart chillin' with his rescues, Penelope, an English Pointer Mix, and Monte, a German Short-Haired Pointer (not shown Willoughby).



### Barking Mad

How Ken Zierler's two Shetland Sheepdogs, Wally and Maddie, feel about the how low EyeMed reimbursement rates are.



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