

A Big “Mahalo” to ALLDocs Members



Kerry Gelb, OD
President

Over 400 doctors, family members and sponsors jetted into beautiful Maui this past November for our 31st Annual ALLDocs Meeting. This five-day extravaganza of continuing education, workshops, dining and excursions was our largest ALLDocs event ever, attended by both U.S. and Canadian members. It was also the first time that our Californian members attended.

A special thank you to our generous Diamond sponsors Coopervision, Johnson & Johnson Vision Care and Alcon; Platinum Premium sponsors Bausch + Lomb and ABB Optical Group; and Gold sponsor MacuHealth. Remember to support our sponsors. When making a purchasing decision, keep them top of mind.

Also kudos to Dr. Richard and Barbara Hults for overseeing the details of this meeting held so far away. The support of the ALLDocs Board was also greatly appreciated, which included Drs. Jack McIntyre, Gretchen Brewer, Bill Fox and Dale Stein. Also quite memorable was Dr. Jack McIntyre who gave us a useful practice management lecture.

Finally, a big thank you to all attending ALLDocs members. Our events have a real family feeling every year when we all get together. It's a gathering of old friends, family and coworkers—something very special that most



PRESIDENT'S DESK



other organizations of this type simply do not have.

Eyes on the Reel

One highlight of the meeting was a teaser trailer for the “Eye Opening” project. As you know, this important ALLDocs film will be a full-length documentary delivering the scientific, technological and sensible reasons why optometry should be at the forefront of primary health care by 2020. The film is currently being edited, so stay tuned for more information.

Mark Your Calendars

Another event to look forward to this year is the third annual Office Managers Meeting, held midway between annual meetings. This year, the primary focus will be on sales training for our ALLDocs office managers and their staff.

Eyes on the Road

As you know, this past summer three ALLDocs members hopped into an RV and discovered what makes ALLDocs offices so successful. The van crew included New Jersey natives Dr. Paul Vaccarella (his RV) and Ken Zierler, and one of Tennessee's finest, Dr. Torrey Carlson. The offices visited included Dr. Bill Fox, Greensboro, North Carolina; Dr. Naheed Kassam, Raleigh, North Carolina; Dr. Gretchen Brewer, North Wales, Pennsylvania; Dr. Dale Stein, Voorhees, New Jersey; Dr. Harin Rajeev, Princeton, New Jersey; and my office in Woodbridge, New Jersey. The crew also met up with ABB Optical Group and Bausch + Lomb along the way. The project was such an outstanding success, we're doing it again in 2018. Look for the Eyes on the Road crew to visit your office soon.



GALLERY

The 2017 ALLDocs Annual Meeting



40-Man Scramble

ALLDocs golfers gathered at the famous Kapalua PGA Plantation Golf Course in Maui for an exciting day of competition.



ALLDocs Rocks

Singer/songwriter Anya Marina entertains members with the music style from the new ALLDocs “Eye Opening” documentary.



Pearls of Wisdom

Andrew Mick, OD, FFAO, delivers clinical pearls for the use of OCT in common retinal diseases and glaucoma.





CONTACTS

Alcon A Novartis Division



TECHNOLOGY

Big Things Come in New Packages

Alcon revamps the packaging for its AIR OPTIX® brand of monthly replacement contact lenses

Alcon, the global leader in eye care and a division of Novartis, has introduced a new packaging design for its AIR OPTIX® family of silicone hydrogel monthly replacement contact lenses. All packaging for AIR OPTIX® will feature the same contemporary blue already present on AIR OPTIX® plus HydraGlyde® lens packaging, with different secondary color variations to differentiate the contact lenses within the portfolio. AIR OPTIX® is the only family of contact lenses featuring SmartShield® Technology which is now highlighted on the box.

“We are revamping the packaging to improve brand recognition across all the different contact lens options and to highlight Alcon’s proprietary SmartShield® Technology that is unique to the AIR OPTIX® portfolio,”

said Eric Bruno, General Manager, US Vision Care at Alcon. “We trust that the premium and contemporary look, together with the promotion of the SmartShield® Technology, will strengthen the AIR OPTIX® brand image and help differentiate our line from those of our competitors.”

The former AIR OPTIX® packaging will be phased out and be progressively replaced by the new contemporary packaging throughout 2017. Alcon will inform eye-care professionals of the change and provide them with up to date promotional materials featuring the new packaging. Additionally, Alcon also has future plans to launch US-specific packaging for AIR OPTIX® plus HydraGlyde® contact lenses in the coming months.

For more information on AIR OPTIX® plus HydraGlyde® contact lenses, eye-care professionals can visit us on the web at www.airoptix.com.

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Eye on Alzheimer's

Eyes can reveal the early stages of diabetes and high blood pressure, so why not Alzheimer's disease? Scientists recently devised a non-invasive approach to do just that, using optical coherence tomography (OCT) to observe the microscopic details in patients' retinas.

Alzheimer's disease is associated with the accumulation of misfolded beta-amyloid and tau proteins in the brain that can form tangles in the neural network. Researchers used a blue laser autofluorescence technique with the OCT, which caused certain cellular components to glow without requiring an injection of any dye or chemical tracer. While the OCT scan could not directly detect beta-amyloid proteins, it did reveal shadow-like inclusion bodies—clumps of cellular material, likely proteins—that correlated well with beta-amyloid levels close to the retina revealed by PET scans, according to study leader Cláudia Santos, a graduate student at the University of Rhode Island.¹

There is no cure for Alzheimer's disease yet, but some medicines appear to slow the development of many of its classic symptoms, such as loss of memory and communication skills, mood swings and depression.

1. Santos, CY, Johnson, LN, Lim YY, et al. Retinal nerve fiber layer and ganglion cell layer volume changes in preclinical alzheimer's disease over 27 months. *Alzheimers & Dementia*. P4-058. 2017;13(7S):1280. DOI: <http://dx.doi.org/10.1016/j.jalz.2017.06.1923>.





Be a Dry Eye Coach



Whitney Hauser, OD
Dry Eye Coach
Signal Ophthalmic
Consulting

Many practices want to incorporate ocular surface disease treatment because it provides an opportunity to help patients suffering from this uncomfortable condition while also increasing revenue within their current practice population.

“Right now few practices are focusing on dry eye,” says Dr. Whitney Hauser, founder of the DryEyeCoach.com. “That’s because there is a general misconception that to do so, a practice needs a dedicated day, trained staff and equipment. What we need to appreciate is a tiered level of care of patients.” Her company helps ODs incorporate dry-eye treatment into their practices.

Here are some simple tips on how to incorporate ocular surface disease into your practice:

1. Build your knowledge base: First, it is important to create a foundation of knowledge by developing an understanding of the disease process, what diagnostics are available and what they are telling you about your patients’ eye health. There are several publications addressing the topic of ocular surface disease and your treatment options. They include *Review of Optometry* and *Ocular Surface News*.

2. Identify your patients: Tease out patients with dry eye from your general patient population during each visit with a quick verbal survey. The Dry Eye Summit of 2014 recommended asking patients the following four questions:

- Do your eyes sometimes feel dry or uncomfortable?
- Are you bothered by changes in your vision throughout the day?
- Are you ever bothered by red eyes?
- Do you ever use or feel the need to use eye drops?

3. Evaluate patients: Consider the following diagnostic options in each patient for primary dry-eye disease:

- Eyelid examination
- Staining—lissamine green is an ideal choice for conjunctival staining, and fluorescein for corneal staining
- Tear-film instability

4. Manage the condition: The basic management for dry-eye disease for all patients includes:

- Ocular lubrication (lipid-based or aqueous-based)
- Lid hygiene
 - Hot compresses and lid cleanliness measures for patients to perform at home
 - More complex forms of lid hygiene, such as mechanical meibomian gland expression or pulsation, to be performed in the office
- Omega-3 supplementation
- Topical anti-inflammatories

5. Educate patients: Many patients know their eyes are irritated, but they don’t know why. They may say they itch. A diagnosis offers the opportunity for treatment and relief.

“Once we tell the patient what we see, and they appreciate the expertise involved in treating dry eye, they can be a part of their own care in partnership with their eye doctor,” Hauser says. “We want to keep our patients in our chairs. A lot of them go from doctor to doctor to identify this condition. We can be the doctors that solve their dry-eye problems.”



Software Revolution

“RevolutionEHR is a complete solution for anything an optometry office might need,” says Cindy Braden, Vice President of Sales, Rev360. The company’s cloud-based software includes exam data, scheduling, optical data, accounting and reporting, as well as delivers Rev360 business services for practices.

Cloud-based software also ensures a higher level of security, eliminating the risk of data loss if something happens to office computers.

“LensCrafters offices in Puerto Rico lost no information when the recent hurricane hit. That’s an important safeguard for offices located in many areas of the United States,” she says.

RevolutionEHR software is supported by eight full-time optometrists and 36 customer-support representatives, all from eye-care practices.

“Rev360 and ALLDocs have been partners for nine years. It’s been a great partnership and we look forward to celebrating our 10th anniversary at the 2018 ALLDocs annual meeting.”

Cloud-based Software

Data is better protected when stored on a remote cloud-based server instead of office computers.





How Macular Carotenoids Impact Visual Performance

When James M. Stringham, PhD, was working on his master's thesis over 20 years ago, effects of blue light on visual performance had not yet been established. His study explored the effect of the wavelength of light on visual discomfort, and found blue light caused the most discomfort. He worked in a facility with equipment that measured macular pigment density, so he factored that data in as well, and discovered that individuals with more macular pigment were able to tolerate more light.

The Blue Light Carotenoids Connection

The macular carotenoids lutein and zeaxanthin are diet-derived, blue-absorbing pigments found in high concentrations in leafy-green vegetables and, along with the zeaxanthin isomer meso-zeaxanthin, are deposited in rich concentrations in the macular retina.

"In general, when you're talking about macular carotenoids, they enhance visual performance, period," Dr. Stringham says. "It's really noticeable in sports or in any high-performance environment." Macular carotenoid supplementation facilitates increased temporal processing speed, even in young, healthy individuals. "For instance, a baseball player with high macular pigment density, who is trying to hit a 95-mile-an-hour fastball gets more 'snapshots' per second of the incoming baseball than someone with a low level."

A higher macular pigment density may also provide a faster recovery time from bright lights (such as the glare from oncoming auto headlights), and faster adjustment from light to dark. It also heightens contrast sensitivity—the ability to sense graduations in

light, which significantly helps people improve real-world visual performance.

According to a soon-to-be-published study from Dr. Stringham's lab, macular carotenoids can provide not only enhanced visual performance, but also improved cognitive function, such as improved memory, attention, processing speed and psychomotor speed.

Blue Light and Supplements

Dr. Stringham says that blue light in reasonable amounts won't harm the eyes acutely. "What we're looking at is cumulative exposure," he explains. "If you like to be outdoors and don't wear sunglasses for several decades, there is a significant chance of compromising the health of the retina." Another blue-light risk is excessive screen time on televisions, phones, tablets or computers. A recent report found that the average American spends 10 hours and 39 minutes daily viewing screens.

Dr. Stringham says that "The average American gets 1 to 2 milligrams a day of carotenoids through diet, which is not enough." Supplements providing 25 milligrams a day may be the answer—and one that ODs can easily supply.

Seeing the Ball Better

Carotenoid supplementation provides a competitive edge with improved visual performance.



New Glaucoma Study

A newly released study has established that an antioxidant dietary supplement (Optic Nerve Formula®) by Science-Based Health supports ocular blood flow in patients with glaucoma.¹ There is a growing awareness that ocular blood flow is a contributing factor in glaucoma. Currently, the only approved treatment for glaucoma is reducing intraocular pressure. This supplement is an adjunct for that standard-of-care treatment.

In this randomized, double-blind, placebo-controlled crossover trial, 45 men and women with confirmed open-angle glaucoma received four softgels daily of Optic Nerve Formula® or placebo. Numerous ocular vascular measurements were evaluated at baseline and after one month of active and placebo administration.

The active supplement demonstrated a uniform increase in retrobulbar and retinal blood flow parameters overall, indicating significant vascular activity. Placebo had little to no significant effects on any measured parameter. The results show that the antioxidant formulation increased ocular blood flow biomarkers over a one-month period in this patient population.

Optic Nerve Formula® is a blend of omega fatty acids, antioxidants and other key nutrients indicated for glaucoma and optic nerve health support.

Optic Nerve Formula® by ScienceBased Health

Helps support ocular blood flow in patients with glaucoma



1. <https://www.ncbi.nlm.nih.gov/pubmed/28772005>



Organization OWNS Vision Education



Kari Cline
Executive Director
Ocular Wellness
and Nutrition Society

More than a decade ago, a group of eye-care professionals got together and decided to form a new society dedicated to ocular wellness and nutrition. Today that organization—the Ocular Wellness and Nutrition Society (OWNS)—has around 300 members from all over the world and is dedicated to educating eye-care professionals and patients.

“The demand for vision services is expected to flood the healthcare system by 2020 due to age-related eye disease and the diabetes epidemic,” says Kari Cline, Executive Director of OWNS. As a result, disease prevention, including lifestyle modification, attention to dietary intake and micronutrient supplementation, will become more of a primary vision care focus.

“The OWNS serves as an informational and educational resource to its members, allied healthcare professionals, the public and the media,” Cline says. The organization produces educational print and online materials for professionals and consumers about nutritional approaches for reducing development of vision problems and eye disease. The group also sponsors professional symposia and fosters an environment that encourages an ocular nutrition dialogue among eye-care professionals.

“In order to spread our message to incoming generations of professionals in the eye-care field, we are currently working to educate about nutrition and integrative medicine in the optometry institutions across the nation,” Cline says. “On the consumer side, we are

also finding a receptive public as more and more of today’s consumers seek preventative care.”

OWNS member benefits include:

- Discounted certification programs such as an agreement with the University of Western State in Portland, Oregon to provide a discounted rate on its Certified Nutrition Specialist program
- Online member resources including an updated and ongoing roster of newly published abstracts
- Discounted OWNS continuing education opportunities
- Our 150-hour OWNS Fellowship Program on nutritional education that culminates in the submission of a research paper to the OWNS Board. Upon acceptance, a certificate is awarded and the Fellow may list “OWNS” after his or her name to be recognized by peers as achieving a higher standard of knowledge in ocular nutrition

The OWNS Board of Directors includes:

- **Stuart Richer**, OD, PhD, FAAO
- **Julie Poteet**, OD, MS, CNS, FONS
- **Susan Summerton**, OD, CNS, DACBN
- **Elizabeth J. Johnson**, PhD
- **Dennis Ruskin**, OD, FAAO
- **Dorothy L. Hitchmoth**, OD, FAAO, ABO, ABCMO Diplomate
- **Lisa Renzi Hammond**, PhD
- **Kerry Gelb**, OD, ALLDocs President

“We would love to have more ALLDocs members in our organization,” Cline says. “Our two organizations are aligned in their thinking and on their cutting-edge focus on eye health.” To join the OWNS or to learn more about the organization, visit us on the web at www.ocularnutritionssociety.org.



UPCOMING OWNS EVENT:

10th Annual Nutrition and the Eye Symposium
April 7-8, 2018 University of Missouri, St. Louis

Go Paperless

North Carolina’s Naheed Kassam, OD, began his journey to a paperless office because of limited office space and wasted time searching for charts. He began with EMR and then expanded to digitized practice management software. He shares these tips with ALLDocs members:

- **Believe in paperless.** If your staff or doctors sense you are hesitant, they will not be fully committed.
- **Devise an implementation plan.** Take time to educate staff and doctors through webinars or PDFs.
- **Manage expectations.** Discuss how day one will look, including patient flow and what happens if the flow slows down.
- **Coach your team.** Listen to issues staff and doctors are having and try to trouble shoot with them.
- **Choose the optimal technology.** A web-based system requires fast internet and backup for when your internet goes down (e.g. you can run a wireless hotspot). Consider digital tablets instead of paper and clipboards.
- **Understand the investment.** Hardware and software can be expensive, but the end result will be made up a 100 times over in efficiency and positive patient experiences.
- **Save the environment.** Of course, this is a no brainer.





PROFILES



Eye Care: From Michigan to the World



Torrey Carlson, OD
Jonesborough, TN

The TLC Network recently came to the office of Torrey Carlson, OD, to film an episode of their television show "This Is Life Live." The show featured a woman named Heather, diagnosed with Stargardt's Disease, using a new device, eSight* glasses, for the first time on live television.

Prior to the show, Dr. Carlson examined Heather and had disagreed with the diagnosis. He told her he believed she had a rod/cone dystrophy.

"During her live reveal with the eSight glasses, the audience was underwhelmed with her reaction as the glasses helped, but didn't give her the vision she hoped for," he recalls. Heather has since been re-examined and been told that her eye condition is most likely a rod/cone disease and is now seeking some other treatment options.

What surprised him the most about his television experience was how many phone calls it generated. "I often receive messages and calls from desperate patients and family members from all over the United States and emails from as far away as India, Australia, Canada, and Europe."

Having that type of impact on eye health is something that he never could have anticipated when he was growing up in a small town in northern Michigan. Coming from a family of six active boys headed by a single mother, he took

turns cooking, baking, cleaning and doing the yard work.

When it came time to choose a career, optometry topped his list. "Fortunately, I had a lot of help along the way from educators, friends, colleagues and most importantly my wife, Amy. We got married right before my graduation from Ferris State University College of Optometry in Big Rapids, Michigan."

He credits his wife's unflagging support for helping him throughout his career. "When I decided to take the leases to my first two LensCrafters offices, it meant a move to a new city and we had just built and moved into a new house. We had two young girls and I was commuting two hours each way six to seven days a week. Times were tough and very busy. Fast forward, and our responsibilities have grown to four children and five offices." He remains active in his field, serving as a member of the Tennessee Optometry Board, speaking across the United States and manning the ALLDocs traveling RV.

* A high-speed, high resolution camera in the middle of the eSight electronic glasses captures what a user is looking at in real time. Its powerful computer instantly processes the high-definition video and displays it on two full-color OLED screens in front of the user's eyes.

Club Carlson

The Carlson family has grown to four children and five optometry locations in Tennessee.



GALLERY



2017 "Eyes On The Road" RV Tour



Journey of 1,000 Miles Begins

(L to R) Ken Zierler, Dr. Torrey Carlson and Dr. Paul Vaccarella take to the road to visit ALLDocs practices along the east coast.



And On the Fourth Day...

The RV tour crew drops in on the staff of Contact Lens & Vision Consultants in Woodbridge, NJ to exchange best-practices ideas.



Neither Snow Nor Rain Nor Gloom of Night...

...nor mechanical difficulties stays these couriers from the swift completion of their appointed office rounds.



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