

## Meetings, Space Travelers and Good-Byes



**Kerry Gelb, OD**  
President



### Seeking Visionary Speakers for Our 2018 Cancún Rendezvous

Looking ahead to the 2018 ALLDocs Annual Meeting, our venue will be the luxurious Live Aqua Beach Resort in Cancún, Mexico. We're seeking our usual roster of innovative speakers, so if you have any recommendations, please feel free to contact me directly at [drkmg20000@gmail.com](mailto:drkmg20000@gmail.com).

Live Aqua has seven pools, including infinity and lap pools that come in varying temperatures. The resort also offers private cabanas on its stretch of private beach. In addition, there are twelve restaurants and bars featuring Asian, Italian, American, Mexican, Latin American and Spanish cuisines.

If you're seeking pampering after a full day of learning, the Feel Harmony Spa offers a full range of massages and facials. In addition, the resort's fitness center has cardio and weight-training equipment.

Cancún and its surrounding areas offer countless recreational activities for fun and entertainment including trips for snorkeling, diving, fishing, jet skiing, swimming with dolphins, parasailing and more. Look for the annual meeting online registration at [www.alldocsod.com](http://www.alldocsod.com).



### PRESIDENT'S DESK

#### All Systems Go

One of the most interesting interviews for our upcoming "Eye Opening" documentary project is with David Hilmers, MD, a former astronaut who became a doctor in his forties. Space can negatively affect the eyes and the body, and his interest in medicine emerged from this. For instance, the eye shortens in space, producing hyperopia. Consequently, astronauts use adjustable lenses in space to help accommodate frequent prescription changes.

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. We're almost finished filming and the producer is writing the script and editing the film. Stay tuned for more information.

#### Good-Bye to One of Our Own

As you may know, our peer and great friend, Dr. Frank Verdone, succumbed to ALS in January after living with the disease for many years. Those of us who knew him will miss his ideas, charisma, friendliness and unflappable positive attitude in the face of his many physical challenges. He was a caring family man, a compassionate doctor and a valued friend of ALLDocs, and will be sorely missed. At his funeral, his oldest son offered a moving tribute to his father. Frank suffered in his final days and is now in a better place. We pray for him and his family, and pray that we will find a cure for ALS in the near future.



### GALLERY

#### Live Aqua Beach Resort Cancún



##### Rooms with a View

Live Aqua Beach Resort Cancún presents spectacular views of the sparkling, topaz Caribbean to help you unwind.



##### Seven Degrees of Relaxation

Seven pools, featuring varying temperatures, blend with ambient music to create a truly soothing environment.



##### Food for the Soul

Restaurant Azur is just one of twelve resort restaurants offering a wide range of international gourmet cuisines.





CONTACTS

INTRODUCING

## MyDay® toric Daily Disposable Contact Lenses

CooperVision recently launched its new MyDay® toric daily disposable lenses. This new lens combines the design features of Biofinity® toric with the Smart Silicone™ chemistry of MyDay®.

This new addition to CooperVision's premium silicone hydrogel 1-day lens family brings together what practitioners and astigmatic patients need for an exceptional 1-day experience: the healthy advantages of silicone hydrogel,<sup>1</sup> uncompromised comfort and handling, and excellent lens stability and visual acuity. In a clinical study, eye-care professionals observed better overall stability with MyDay® toric compared to 1-Day Acuvue® Moist® for Astigmatism.

MyDay® toric features the same groundbreaking Optimized Toric Lens Geometry™ found in Biofinity® toric, providing uniform horizontal ISO thickness, an optimized ballast band design, large toric optic zone, and a smooth, continuous surface to make it an easy-to-fit,<sup>2</sup> stable toric lens.

In addition, the MyDay® family of lenses is made with Smart Silicone™ chemistry, an innovative technology that delivers a hybrid of benefits—the best of both hydrogel and silicone hydrogel lenses. Smart Silicone™ chemistry optimizes

oxygen permeability in a lens that is just 4.4 percent silicon—the lowest percentage of silicon found in a silicone hydrogel 1-day lens. By using less silicon, Smart Silicone™ chemistry leaves more room in the lens for hydrophilic material, resulting in improved surface wettability, higher water content and lower modulus (only 0.4 MPa) for a softer and more comfortable lens-wearing experience.

“CooperVision is known for torics, and they’ve made really good toric lenses throughout my very lengthy career,” says ALLDocs member Dr. Jack McIntyre. “There’s nothing better than this, particularly with the 1-day modality. MyDay® toric has got the water, the Dk, the comfort, the vision, it’s got everything you want in a toric lens, let alone a 1-day toric.”

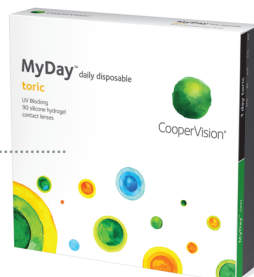
CooperVision MyDay® toric lenses are currently available in sphere powers from plano to -6.00D (0.25D steps), and -6.00 to -10.00D (0.50D steps), with cylinder options of -0.75D, -1.25D, and -1.75D in axes of 10°, 20°, 70°, 80°, 90°, 100°, 110°, 160°, 170°, and 180° and -2.25 in axes of 10°, 20°, 90°, 160°, 170°, and 180°. Plus powers will be added soon. MyDay® toric lenses have a base curve of 8.6mm and a diameter of 14.5mm.

1. With higher oxygen permeability than hydrogel materials, silicone hydrogel contact lenses minimize or eliminate hypoxia-related signs and symptoms during lens wear.
2. Results based on 144 participating eye-care professionals in a multi-national online survey. 2016.

### NEW MyDay® TORIC DAILY DISPOSABLE CONTACT LENSES

*“CooperVision is known for torics, and they’ve made really good toric lenses throughout my very lengthy career. There’s nothing better than this, particularly with the 1-day modality. MyDay® toric has got the water, the Dk, the comfort, the vision, it’s got everything you want in a toric lens, let alone a 1-day toric.”*

**JACK MCINTYRE, O.D.**  
ALLDocs Member



CooperVision®



TECHNOLOGY

## Digital Ennui

According to a recent eye-tracking study from a London-based company, mobile ads are largely ignored by users as they navigate through the content on their smart phones. The company found that the average time consumers spent viewing ads was 1.42 seconds.

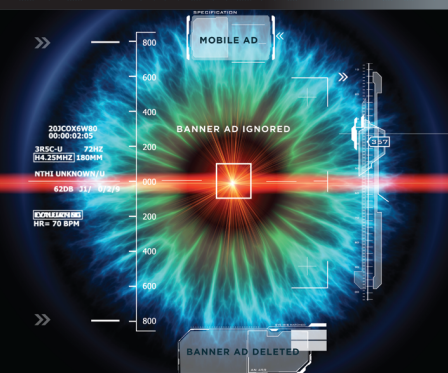
With mobile ad spending in the U.S. estimated at more than \$83 billion in 2017, according to the eMarketer Forecast, this “banner blindness” may not be to the liking of digital marketers.

On the bright side, the study also found that integrated ads—those dynamically tailored to the page where they appear, vastly outperformed standard formats. In fact, according to the same study, consumers spend 3.14 times longer on these advertisements.

Old digital ad formats of static banners are no longer working because most viewers have learned to tune them out. Successful advertisers will have to consider new, rich media formats that are integrated into the content seen online. By making ads fit the context of the page via in-image techniques, consumers will be more likely to engage with them—and advertisers will avoid wasting their advertising dollars.

1. Hebblethwaite C. Eye-tracking research shows majority of mobile ads being ignored. *MarketingTech*. <https://www.marketingtechnews.net/news/2017/sep/20/eye-tracking-research-shows-majority-mobile-ads-being-ignored/>. Accessed: December 6, 2017.

### EYE-TRACKING STUDY







## Innovations in Cataract Surgery



Over four million Americans undergo cataract surgery every year, according to Jeffrey Levenson, MD, who runs an ophthalmology surgical practice in Jacksonville, Florida. He is also the Chief Medical Officer of SEE International, a group of ophthalmic surgeons who volunteer their time and skills to help restore sight to disadvantaged individuals worldwide. Balancing his time between these two pursuits, he keeps current with the latest developments in cataract surgery.

One newer development he cites is minimally invasive glaucoma surgery (MIGS), often performed in conjunction with cataract surgery. Standard glaucoma surgery, while generally effective, presents many potential complications. MIGS procedures are safer and less invasive, and when performed in conjunction with cataract surgery, they address two problems with one surgery.

Another recent improvement is the release of extended depth-of-focus implants which correct both distance and intermediate vision. Recently approved Symphony® Intraocular Lenses (IOLs) are associated with less halos and glare than previous products, and have grown the market for presbyopia-correcting IOLs by 50 percent over the past year.

Dr. Levenson has also observed two areas where prevailing medical opinions have been altered by a series of recent clinical studies.

The femtosecond laser, an ultrafast laser used to make incisions and soften

cataracts, was once considered an innovation that would become the standard of care in cataract surgery. However, he points out that “a growing number of studies are showing that these half-a-million-dollar lasers do not improve patient outcomes, and haven’t proven to be a cost-effective alternative to conventional phaco-emulsification.”

On a more positive note, he says there’s an increasing body of evidence that supports the use of intracameral injections of antibiotics at the end of cataract surgery. “These intracameral injections cut the rate of infection in half versus antibiotic drops, making a very safe procedure even safer.”

Dr. Levenson embraces a lower-tech approach to cataract surgery in his volunteer work with SEE International. His volunteer work provides him with a special sense of purpose not unlike what ALLDocs OneSight volunteers experience. So it’s a natural progression that OneSight volunteers in Nicaragua this September will be collaborating for the first time with SEE International surgeons, identifying individuals who need cataract surgery while conducting eye exams. “I look forward to our first collaborative effort with LensCrafters this coming fall and hope to develop relationships with ALLDocs members volunteering there with OneSight. We all entered this field to help people, and through our practices and through volunteer work we are grateful for the opportunities to do this.”

### The New Development in MIGS

The iStent was the first of several Minimally Invasive Glaucoma Surgery (MIGS) devices recently approved by the FDA.



## Trigger for AMD

Researchers at the University of Virginia School of Medicine have discovered a critical trigger for the damaging inflammation in age-related macular degeneration (AMD). The culprit is an enzyme called **cGAS**, which plays an important role in the body’s immune response to infections by detecting foreign DNA. But the molecule’s newly identified role in the “dry” form of AMD was completely unexpected.

As far as scientists know, macular degeneration has nothing to do with viruses or bacteria. So the activation of cGAS leading to the killing of the retinal cells, and ultimately vision loss, represents a new treatment paradigm. cGAS may be an alarm not just for pathogens, but for other harmful problems that can warrant responses from the immune system. Researchers are considering the possibility that this enzyme may also play a role in certain conditions such as diabetes, lupus and obesity, and already are working to develop drugs to inhibit its function.

### Reference:

1. Barney J. Macular Degeneration: UVA Discovers Trigger That Leads to Vision Loss for Millions. University of Virginia. <http://newsroom.uvahealth.com/2017/11/27/uva-discovers-trigger-that-leads-to-vision-loss-for-millions/> Accessed: December 6, 2017.

## 3 Facts about the cGAS Enzyme

- 1 cGAS is an enzyme located in the cytosolic fluid inside the cell. Cytosolic fluid is a solution of proteins in which cell organelles are suspended.
- 2 cGAS is being studied by researchers to better understand the detection of viral and bacterial nucleic acids by the immune system.
- 3 cGAS has been demonstrated to bind to DNA in the cytoplasm and therefore function as a cytosolic DNA sensor.



## The Etiology of Eye Pain



**Harvey Fishman  
MD, PhD**  
FishmanVision  
Palo Alto, CA

“Eye pain is one of most frequent reasons for a patient visit to an ophthalmologist or optometrist,” says Harvey Fishman, MD, PhD, whose practice, FishmanVision, is located in Palo Alto, California.

“The way I think about eye pain is simple,” he says. “There are only three things that touch the cornea of the eye: eyelids/eyelashes, tear film and the environment. Many causes of eye pain derive from these three different exposures.”

### Eyelids and Eyelashes

First, closely observe the patient’s facial characteristics. “Do the eyelids cover the entire eyeball? Has the patient ever had plastic surgery that prevents the eyelids from blinking properly? Are there drooping, loose eyelids?” Eyelids keep the eyeball moist, so if they are not covering the eyeball, pain can result.

How frequently people blink is another consideration. Some diseases, such as Parkinson’s disease, impair the ability to blink. Inflammation of the eyelids can also affect the ability of the eye’s “bags of oils” to cover and lubricate the eyeballs. These can result in irritated, painful dry eyes.

### Tear Film

Tear film can also cause a lack of lubrication in the eye. It’s helpful to have a medical history and a list of

whatever medications a patient is currently taking. Systemic diseases such as hypothyroidism or lupus can reduce tear production. In addition, medications, such as diuretics taken for high blood pressure, can dry out eyes.

### Environment

People who live or work in dusty or dry environments can quickly develop irritated and painful eyes. “I live in California, an area that recently has been subject to high amounts of ash and smoke,” he says.

“The best approach is to leave a bad environment, but not everyone can do that,” he says. For air-conditioned or heated environments, he suggests using humidifiers. He also recommends special onion glasses or goggles. “They were originally developed so people could peel onions without irritating their eyes. But they also work well to humidify the eye and can help in polluted or allergenic environments.”

When addressing eye pain, he concludes that it’s critical to determine the etiology of eye pain so it can be correctly treated. Taking a detailed patient history and carefully observing them can go a long way in correctly identifying and treating their pain.



## New Font For Dyslexia

A solution to dyslexia may be as simple as a specially designed type font. Dyslexia is a learning disorder that makes it difficult to interpret words, letters, and sentences. It doesn’t affect intelligence, but can make it much harder for someone to learn and communicate. After struggling with his own dyslexia, Dutch artist and graphic designer **Christian Boer** created a special font called **Dyslexie** as his graduation project from the Utrecht School of the Arts. The Dyslexie font employs slants, curves, and styles that have been shown to help dyslexics to read. The center of gravity is focused on the bottom of letters to keep them from being flipped upside down in the reader’s mind. Letters that resemble each other have slight inclines and subtle changes in their shape so they’re easier to differentiate. Words are also slightly spaced out in order to avoid “jumbling.” Studies on the font’s efficacy have shown that dyslexics can read up to 84 percent faster, they make 77 percent less reading errors, and 76 percent would recommend using the font for all dyslexics.



a b c d e f  
g h i j k l m  
n o p q r s t  
u v w x y z





## Online Threats to Eye Health

Mobile app-based eye tests are here. Some U.S. states already restrict them over concerns online exams may miss the early stages of serious eye and health conditions. That is why the American Optometric Association (AOA) recently filed an FDA complaint against Opternative, stating that their app “poses significant health risks to the public.” The AOA argues that Opternative is marketing its vision test to consumers without federal approval, which means its actions are in violation of the Food, Drug and Cosmetic Act (FDCA). The group contends that the product should be taken off the market until the FDA has thoroughly reviewed its claims, safety and efficacy.

Here is what your patients should know:

### Incomplete Exams

Online eye tests usually measure only visual acuity and refractive error. They do not completely cover any one of the 12 components of a regular in-person, comprehensive eye exam. That includes detecting the early stages of conditions like glaucoma, hypertension or diabetes, which could leave disorders undiagnosed in their early and most treatable stages.

### Self-Service Limitations

Warby Parker’s website offers self-service “tests”. Its new Prescription Check app works using a smartphone and another computer, guiding the user through a series of simple questions and tests that measure refractive error. Prescriptions are written within 24 hours if the patient’s prescription hasn’t changed. If it has, they are advised to visit their eye doctor to schedule a more comprehensive exam.

### Flawed Testing

Despite the above disclaimer, the AOA is not convinced the online vision

test apps are a responsible way to evaluate vision, and recently issued a strongly worded letter stating, “When patients rely on an app for an eyeglass or contact-lens prescription, they can receive inaccurate or misleading information...”

### Deceptive Pricing

Patients may think an online eye test will save time and money versus the cost of a comprehensive eye exam performed by an optometrist or an ophthalmologist, however comparisons show otherwise. That’s because online exams offer only a small part of the services provided by an eye doctor during a complete exam. Also, online vision tests typically are not covered by health insurance plans or vision insurance.

Optometrist/patient relationships can’t be forged online. By taking the time to listen to patients and educate them, you will show them that there are some things a trusted eye-care professional can provide that online retailers and apps cannot. Sharing videos on your website and social media pages such as ALLDocs “See Your Optometrist Once a Year” is an easy and powerful way to educate prospective and current patients about why an annual eye examination with a certified eye-care provider is so important.

Some online eye tests claim all you need is a computer and a smartphone.



## Eye on Art

CYRUS KABIRU ○ KENYA

Steampunk eyewear is alive and well in Kenya thanks to Nairobi artist Cyrus Kabiru. The self-taught sculptor digs through electronic refuse and found metal, transforming those materials into different wearable forms—from elaborate eyeglasses to funky facemasks.

His obsession with eyeglasses started at a young age. He wanted his own pair of eyeglasses and his father had refused. So in an artistic form of rebellion, he began making his own glasses.

His eyewear creations have been described as performance art, as sculpture and as high fashion. They offer the ultimate in recycling by processing ordinary trash into sustainable creativity. Kabiru considers his eyewear a way to give trash a second chance.



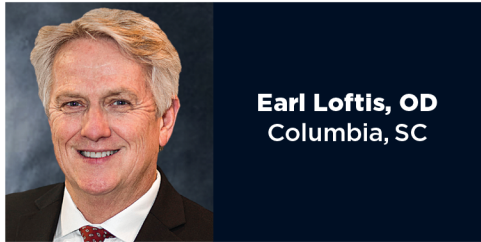




## PROFILES



# Riding the Wave of Optometric Innovation



**Earl Loftis, OD**  
Columbia, SC

In the late 1980s, Earl Loftis, OD, was unknowingly poised to ride a wave of unprecedented optometric innovation. Following graduation from the Southern College of Optometry in Memphis, he worked for an independent doctor in Morehead, Kentucky, eventually opening his own practice nearby.

About that time, an optical salesman began badgering him to join a new type of practice three hours away in Florence, Kentucky. It was in a mall, which was not only unheard of, but looked down upon in those days. Finally, he relented and divided his time between his Moorhead practice and the one in Florence.

"I was the first doctor to be hired at the first location of Precision LensCrafters by Dr. James Ellis," Dr. Loftis says. Dr. Ellis had a contract with the company to open the first 25 stores. In the early 1980s, the store's owner/investors included Dean Butler, Dan Hoag and two other men. "Dean Butler was the genius behind it all." He listened to everyone's ideas and incorporated what worked."

"In those days, it took you two weeks to get eyeglasses, and 25 percent of the time the prescription was wrong and had to be sent back," he says. Offering glasses in an hour was a groundbreaking new concept.

Dr. Loftis had a knack for recruiting and office organization. Along with Dr. Ellis' wife, Pat, he established Eyexam 2000 to standardize eye care. He became so

involved with Precision LensCrafters that he later sold his practice to work for them full time.

"Commercial optometry was taboo, so it was hard to recruit doctors," Dr. Loftis recalls. "So we developed a presentation that talked less about money and more about the quality of the exam, the use of technology and ancillary staff, and the quality of LensCrafters workmanship." They also streamlined practices from being doctor-centric to allowing trained employees to move patients through the office. This enabled ODs to see more patients and is standard practice now.

Dr. Loftis was given North Carolina, South Carolina and Georgia to develop his own practices, which did quite well. In 1993, he sold them and opened a high-end optical store in his hometown of Columbia, South Carolina.

As a charter member of ALLDocs, he has a warm spot in his heart for its members. "I consider ALLDocs a very special group of doctors. They are forward-thinking business people and really understand the consumer. That's what I got from LensCrafters—an understanding that our customers are the people we work for."

### Where It All Began

Staff proudly pose in front of Precision LensCrafters located in Florence, Kentucky.



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## GALLERY

### ALLDogs

Featuring the Best Friends of ALLDocs



#### How Cavalier!

Dr. Monica Mortenson says her easy-going Cavalier King Charles Spaniel, Lucy, seems more like a cat than a dog.



#### ALLDocs ALLStar

Dr. Daraius Unwalla sent us this great photo of Porkchop, his 11-year-old Soft-coated Wheaten Terrier and huge Philadelphia Eagles fan.



#### Stealing the Show

Dr. Kyle Sexton's Old English Sheepdog, 13-year-old Henry, sleeps the whole day and is still able to hide everyone's shoes. Go Henry!



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