

DECEMBER 2019



PRESIDENT'S DESK

A "Bermudaful" Annual Meeting, New Board Members and Another Fabulous OneSight Sale!



Kerry Gelb, OD
President

Another successful "Bermudaful" ALLDocs meeting this year. The 2019 meeting had its own unique excitement! Hurricane Jerry was a no show and the event was truly spectacular. With a record number of registrants and sponsors, top notch CE, fun activities, an ALLDocs app, the 2019 meeting was like no other.

Attendees were the very first to screen the documentary created by ALLDocs "Open Your Eyes." This 85 minute film is a revolutionary look at the role of the eye care professional, the importance of eyecare, and shows the eye as a biomarker for disease. Many famous physicians from all over the world were interviewed for the film over the course of two years. The film is now complete and we are very proud of the impact it will have.

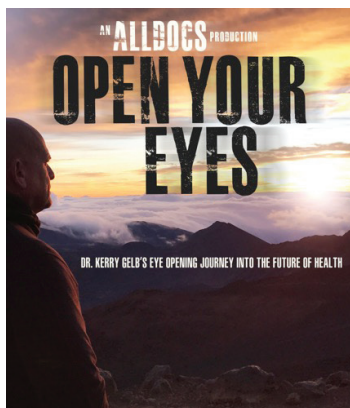
Thank you to all of our speakers who delivered the very best lectures and cutting edge information. Dr. Barry Eiden: Myopia Management, Dr. Derrick DeSilva: Hormones and the Eye, Dr. Dorothy Hitchmoth: Diabetes, Dr. Jeffry Gerson: AMD, Dr. Thomas Lewis: The Eye in Systemic Disease, Dr. Michael Tolentino: Carotenoid Supple-

mentation, Dr. Harvey Fishman: Dry Eye and IPL, we appreciate your participation.

The Board would like to recognize the special efforts of Dr. Judi Schaffer. Judi works tirelessly to make our OneSight sale the success that it is! The OneSight Sale raised over forty four thousand dollars for OneSight programs. Thank you Judi, and thank you to all the volunteers for your help.

A big congratulations to Dr. Torrey Carlson and Dr. Kyle Sexton. Dr. Carlson and Dr. Sexton were elected to The ALLDocs Board by our members in Bermuda. We look forward to working together to continue to keep ALLDocs ahead of the curve.

Our next annual meeting will be at The Montage Deer Valley in Utah. This year will be hard to match. The Board is already beginning the process of recruiting speakers, deciding on activities and putting together a top notch program for our members. We are looking forward to Utah but Bermuda will not be forgotten.



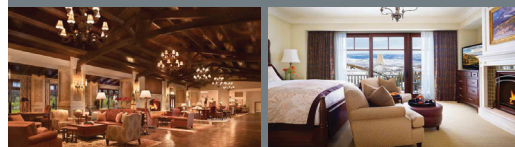
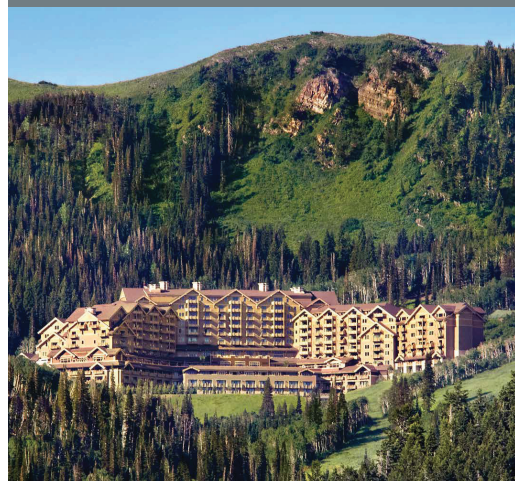
GALLERY

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2020 Annual Meeting

Montage Deer Valley
September 13-18

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Strategies for Becoming a Bilingual Practice



A recent report from the United States Census Bureau showed that most Americans speak English, but more than 350 languages are spoken in U.S. homes.¹ For an optometry practice, this diversity can present either a challenge or an opportunity. There are several advantages to running a bilingual practice, including the ability to serve an underserved population, avoidance of potential communication barriers, and a chance for growing an optometry practice.²

The American Optometric Association offers several ways to set your practice apart from others by providing bilingual services:²

1. Hire bilingual

If there is a sizeable and underserved ethnic community where you practice, this may be the perfect opportunity to expand your practice by hiring bilingual optometrists and paraoptometrists. While most patients can speak basic English, many feel more comfortable communicating in their native language when it comes to medical terminology. Another possibility is to bring in bilingual students rotating through private practices.

2. Brush up on other languages

If you took another language in high school or college, consider going back to school to fine tune your skills. Further immersing yourself in other languages and cultures may facilitate your efforts to change your practice to becoming bilingual.

3. Create a welcoming office experience

Speaking a familiar tongue makes patients feel more comfortable and positive. The tone is set from the moment they call the practice. When patients ask if your practice speaks another language, you instantly connect with them more closely. It may seem small, but the little things are key to helping a practice run smoothly. A welcoming office experience creates an important bond with patients.

4. Get the word out

Consider launching your website in another language. Other initiatives include advertising in local publications that cater to cultures that speak different languages and participating in community health fairs for different ethnic communities. Announce these efforts in news releases or on your website. Be creative in how you get the word out. Even relatively low-tech strategies can garner success.

The American Optometric Association also provides helpful language resources online through its AOAExcel® Language Line Services. Some of their offerings include discounted translation services with 24/7/365 access and 240 languages in telephone-based interpreting services. The service also provides over-the-phone interpretation, video remote interpretation, on-site interpretation, translation and localization, and language testing and training.

One of the key offerings from the American Optometric Association is a guide to assist in communicating with Spanish-speaking patients.³ Available as a free PDF online at www.aoa.org, this resource provides the translation of important phrases for the optometric community.

SOURCES

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3. American Optometric Association. Communicating with Spanish speaking patients. Available at: <https://www.aoa.org/Documents/optometric-staff/Communicating-with-Spanish-Speaking-Patients.pdf>

New Attendees, New Friends



Ryan Corte, O.D.



Rozanne Fratto, O.D.

"With Jerry lurking in the Atlantic, I honestly didn't know what to expect at my first ALLDocs meeting. With this in mind, it was truly an incredible experience! I don't think I've ever seen a group make last-minute adjustments to a meeting's schedule like ALLDocs did. From the sponsors and speakers to the support staff and hotel accommodations, what an impressive job everyone did to make ALLDocs 2019 a huge success. The sponsors were excited to be there, the CE was top-notch, and fellow members were warm and welcoming. I can't wait to implement what I learned at the office and look forward to attending next year's meeting in Utah!"

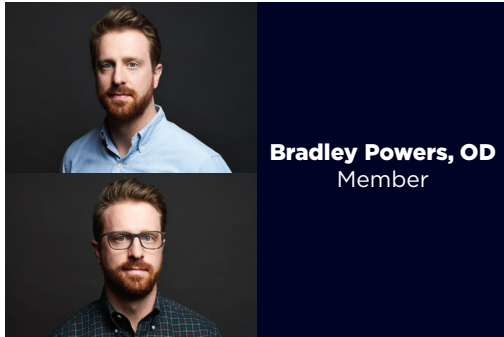
Ryan Corte, O.D.

"I am a new leaseholder from CA. I have had the lease for just 1 year and in CA we just went to sublease model only 3 years ago having been previously employed. I was encouraged from another CA colleague who went to a previous meeting to attend. Boy am I glad I did! It was absolutely fabulous. The CE was top notch with amazing speakers presenting cutting edge information. The vendor fair was fabulous and I made some great purchases for my practice at discounted conference prices. The best part was the business and marketing tips I received from fellow colleagues. I have already begun implementing ideas into my practice to take it to the next level. My husband and I had a wonderful time and felt so pampered all week with great food, fun activities and a beautiful venue. Thank you to Kerry and the ALL DOCS board for putting on such an excellent conference. My husband and I will be attending annually from now on!"

Rozanne Fratto, O.D.



Orthokeratology: An Interview with Bradley Powers, OD



Bradley Powers, OD
Member

Orthokeratology (Ortho-K) has emerged as an effective treatment option for correcting refractive error. Paragon CRT® contact lenses are used to correct myopia and can help slow the progression of myopia in kids. Ortho-K contact lenses, like Paragon CRT®, are reverse -geometry, gas permeable lenses worn by patients overnight to gently reshape the cornea while they sleep. The result is clear vision during waking hours without the use of any spectacles or contact lens.¹ Brad Powers, OD, owner and lead optometrist at Eye Associates of Columbia, recently discussed his experience with Paragon CRT contacts in an interview with CONTACT.²

CONTACT: What was your motivation for incorporating Paragon CRT® into your practice?

Dr. Powers: You need to offer Ortho-K to your patients if you intend to offer the best treatments and most complete eye care solutions. This treatment approach is excellent at altering the course of myopic progression in children. Paragon CRT®'s system was easy to use for our practice and has the highest range of FDA approval (up to -6.00D). *When I tried the contacts myself, that was something that motivated me a great deal. When I experienced the continuous clear vision, I knew I had to offer this unique option to my patients. I wear them and I really enjoy it.*

CONTACT: What was the most challenging aspect of starting Paragon CRT® in your practice?

Dr. Powers: At first, other doctors in my practice were slow to adopt it. Then we tried CRT on some of the office staff. Once they saw that Paragon CRT® was effective and easy to use, their concerns melted away.

CONTACT: What is most rewarding about getting involved in Paragon CRT®?

Dr. Powers: The enthusiasm from patients who receive Ortho-K treatment is very gratifying. After the first night sleeping with the contact lenses, the excitement you see from patients at follow-up makes any minor challenges worth it.

CONTACT: How did you educate and motivate your staff on Paragon CRT®?

Dr. Powers: We hosted a fitting event in which we informed staff on the process of fitting Paragon CRT® and answered any questions they had. I also discussed CRT fitting with every doctor and staff member individually.

CONTACT: Is it difficult to fit children with Paragon CRT®?

Dr. Powers: Fitting kids with Paragon CRT® is not at all challenging! Kids are among the best candidates for Ortho-K because they appreciate the incremental visual improvements they get. Plus, the eyes in children respond faster to Ortho-K than the eyes in adults so most kids are free from glasses in just a few nights, some in one night!

CONTACT: How do you introduce Paragon CRT® to your patients?

Dr. Powers: When discussing options, we present Paragon CRT® as an alternative to standard contact lenses. We also present Paragon CRT® as a treatment option on every intake form and we promote it in emails and other marketing campaigns. My opinion is that every patient who is a candidate deserves the choice.

CONTACT: How does offering Paragon CRT® differentiate your practice from others?

Dr. Powers: Paragon CRT® enhances the options we can offer to our patients and separates our practice from others. To optimize an optometry practice, you need to offer the best treatments and most complete solutions. Incorporating Ortho K options like Paragon CRT® into any practice is a necessity for the modern-day optometrist who strives to provide patients with clearer vision every day.

SOURCES

1. Charm J. Orthokeratology: clinical utility and patient perspectives. Clin Optom (Auckl). 2017;9:33-40.
2. ALLDocs interview: Brad Powers, OD. August 7, 2019.

New Board Members Elected



Kyle Sexton, O.D.



Torrey Carlson, O.D.

Kyle Sexton, OD

CEO of Sexton Vision Group

Tacoma, WA; Puyallup, WA; Spokane, WA; Spokane Valley, WA

- Head optometrist for Clinical Research of Multicare Health and Hospital Systems
- Association with American Lake VA and Spokane VA residency programs
- LensCrafters OAC member from 2012 - 2018
- Regional doctor for Seattle from 2008 - present.
- SNAPP member (Society of National Associated Pearle Professionals)
- Lease holder with Lenscrafters and Pearle Vision since 2007

Torrey Carlson, O.D.

Dr. Carlson started with LensCrafters in Knoxville as an associate doctor in 1995. In 2003, he moved to the Tri-Cities area and took the leases in LensCrafters in the Johnson City and Kingsport Malls. He also has an office in the Turkey Creek area of Knoxville which was opened in 2005. In 2016, Dr. Carlson added two more locations: one in Bristol, Tennessee/Virginia and one at the West Town Mall in Knoxville. Dr. Carlson was appointed to the State Optometry Board in 2015. He also has lectured for Johnson and Johnson Vision Care and Alcon. He has consulted with Bausch and Lomb and Alcon contact lens companies. He mentors area students interested in Optometry as a profession. He has had articles published in various optometry magazines and forums.

Memberships: American Optometric Association (AOA), TN Association of Optometric Physicians (TAOP), ALDOCS, Northeast Tennessee Society of Optometric Physicians, East TN Optometric Association (ETOA), LensCrafters' OneSight, LensCrafters OD Ignite Doctors program, LensCrafters OAC, the State of Tennessee Optometry Board, Eyes on Road co-founder. He works with and has received awards from the area Lions Club organizations. He mentors area students interested in Optometry as a profession.



Handling Negative Online Reviews Safely & Effectively



A recent survey found that more than 80% of patients consult online review websites to view or post comments and evaluate doctors.¹ Online reviews are integral to giving potential patients an idea of what they can expect, but negative reviews can be frustrating to see. Responding to reviews, especially the negative ones, is important because it shows you care about your patients. People are more likely to trust your practice when they see that you address feedback.²

Responding the wrong way to negative reviews can result in a violation from the Health Insurance Portability & Accountability Act (HIPAA).³ HIPAA mandates refraining from doing or saying anything to indicate that someone is or has ever been your patient. A HIPAA violation can occur if you respond to an online review and imply that the reviewer was your patient.² But what can you do if negative reviews are piling up? Here are a few HIPAA-friendly ways to handle the problem:

1. Seek More Positive Reviews

Consider encouraging patients to share their experiences with your practice online in a Google review. Facilitate these reviews by sending all patients satisfaction surveys as a follow-up to their visit. When a patient gives your practice a high rating, encourage them to leave a review, but be careful to not break any local privacy laws when soliciting this feedback.⁴

2. Contact Reviewers Directly

HIPAA prohibits doctors from responding directly to negative comments online, but you may reach out to them by

phone or email.² Before speaking with a reviewer, get a full account of what happened from your staff. When you talk to the patient, listen without interrupting or defending yourself. Let them get everything off their chest and then apologize sincerely. Focus on solutions when discussing ways to resolve the issue. When the conversation is over, find ways to avoid the problem in the future.

3. Post a Generic Response

Develop a generic, pre-written response that makes it clear you would like to discuss the issue, but you are not permitted to do so publicly. See the callout box for an example.

A Sample Generic Response

"We care deeply about all of our patients' satisfaction. Unfortunately, HIPAA regulations prevent us from discussing any experiences publicly. We encourage any patients with concerns, questions, or complaints to contact us privately at sample@samplemail.com. Thank you for your willingness to help us grow, learn, and provide better service."

4. Do Not Panic

Since your practice is unique, decide which strategies work best for you. Importantly, remember that negative reviews are no reason to panic. Many users understand that some people are just angry, and they take that into account when reading reviews. Showing patients that reviews do not go ignored demonstrates that you value your patients and their experience.

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1. Hedges L. How patients use online reviews. Available at www.softwaredvice.com.
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3. U.S. Department of Health & Human Services. Health Information Privacy. Available at: www.hhs.gov/hipaa.
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Thank you Judi Schaffer for another successful OneSight Sale



Dr. Judi Schaffer



A special thank you to Dr. Judi Schaffer. Judi organizes and leads our very popular OneSight Sale. She works very hard to organize the volunteers and put together this extremely successful event. Because of Judi and the OneSight Sale over 44 thousand dollars were raised to support OneSight Programs. Because of Judi and the efforts of all the volunteers, over four thousand people will get an eye exam and glasses. Thank you Dr. Judi Schaffer and thank you to all the volunteers who make this possible.





Eye Drops Show Promise for Presbyopia



Presbyopia affects nearly 1.7 billion people worldwide, but this figure is expected to jump to 2.1 billion by 2020.¹ Options to manage presbyopia include eyeglasses, contact lenses, and surgery, but pharmacologic topical therapies are an emerging class of treatment making headway in clinical trials.² Several agents currently in the pipeline—Liquid Vision (Presbyopia Therapies) and UNR844 (Novartis), in particular—are on the horizon and may have an important role in managing presbyopia in the future.

Options Nearing the Market

Liquid Vision is a binocularly instilled drop that produces a pinhole effect without inducing significant ciliary body spasms. This avoids brow ache and any myopic shifting that could disturb distance vision. Potential benefits of these drops include fast onset of action and the fact that it is used to complement existing presbyopia treatments (eg, glasses and contact lenses) rather than serve as a permanent replacement.³ So far, Liquid Vision has been well tolerated in clinical trials. A phase IIb trial is currently looking at a potentially more powerful formulation with an enhanced patient protocol, with hopes for commercialization by 2022.

UNR844—previously called EV06 ophthalmic solution (lipoic acid choline ester, or LACE, 1.5%)—is a prodrug that penetrates the cornea and then breaks down into lipoic acid and choline, two naturally occurring substances.^{4 5} Lipoic acid then metabolizes into dihydro-lipoic acid within the crystalline lens fiber cells, where it reduces protein disulfide bonds to soften the lens and restore accommodative amplitude.

UNR844 is currently in phase II and III development. In a phase I-II study, all patients receiving UNR844 showed improvement in distance-corrected near

vision acuity efficacy measures starting at Day 15 and continuing to Day 91.⁵ The drug was safe and well tolerated in this trial. Its manufacturer, which is hoping to receive marketing approval in 2021, believes the drops may help restore the natural flexibility and accommodating power of the lens.⁶

The Implications

Other eye drops are also being explored in various early stages of clinical trials as potential presbyopia treatments, and most combine 2 or more drugs that serve different purposes.⁷ These investigations further demonstrate a profound belief in the research and development community that there is a place for topical therapy in presbyopia, either alternatives or complements to existing treatment options. As FDA approvals demonstrate safety and efficacy within the next few years, the drops being developed now may be favored by many eye doctors in the future.

For optometrists, the commercialization of viable topical drops for presbyopia may increase demands for their services and offset dwindling contact lens and eyeglasses sales. In addition to improving vision, these topical drops may also address aberrations that are dependent on pupil size, including mild cases of myopia, hyperopia, and astigmatism.

SOURCES

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Special Guest Ryan Parker from Essilor



Ryan Parker, O.D.

ALLDocs was proud to welcome Dr. Ryan Parker to speak at our meeting. Dr. Parker joined Essilor full time in 2018 as the Director of Professional Development. Dr. Parker has been featured in many articles and television interviews talking about various programs and technologies that Essilor utilizes to achieve its mission of improving lives by improving sight. He has lectured extensively on practice management, spectacle lens technology, and myopia management to numerous eye care professionals. Dr. Parker is a member of the Oklahoma Association of Optometric Physicians and the American Optometric Association. Thank you Dr. Parker for being our guest and representing Essilor.



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Thank you to our 2019 speakers



Dr. Barry Eiden



Dr. Derrick Desilva



Dr. Dorothy Hitchmoth



Dr. Jeffrey Gerson



Dr. Thomas Lewis



Dr. Michael Tolentino



Dr. Harvey Fishman



Dr. Ryan Parker



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