



PRESIDENT'S DESK

ALLDocs Does Not Follow.... They Lead!



Kerry Gelb, OD
President

ALLDocs led with the only in person optometric meeting since COVID started. The ALLDocs Board could not be prouder of the successful event we held in Utah. Our members who attended were very glad the decision was made to continue with the in-person event. Our team worked very hard to ensure safety while maintaining the fun and collaborative atmosphere we are accustomed to. We truly missed our members who made the difficult decision not to come. Our meeting next year will likely be record breaking in number and we look forward to reuniting the entire membership and welcoming our many new members.

Thank you to our loyal sponsors. Their continued support of our group makes all we do possible. Thank you CooperVision and Alcon for attending in person. Their presence shows how important our partnership is. We appreciate the effort made by B&L and J&J to connect to our members virtually

and show support to our group during these difficult times.

Our speakers this year were amazing. Thank you, Dr. Alan Glazier of OD's on Facebook, for attending. Alan spoke about the business of myopia control. We had the honor of hearing Dr. Robert Lustig who has the most viewed health YouTube video of all time "Sugar: The Bitter Truth." Michael Kling, O.D. educated our members on "Eradicating Practice Poverty" and putting profits first. Dr. Chris Knobbe gave us the update with "What's New in the World of Macular Degeneration." Everyone also enjoyed Dr. Stu Richer and the dynamic Dr. Craig Thomas. With 11 hours of CE those were only some of the highlights.

Congratulations to Dr. Contact Lens for winning the "Minute to Win It" Contest! Dr. Brianna Rhue, Co-Founder of Dr. Contact Lens gave a fun presentation. Dr. Contact Lens is one of our new 2020 sponsors in addition to Doctible, Espansione Spa Group, EyecareLive, Oculus, and RightEye.

Looking forward to 2021 and putting this year behind us. Save the date for our meeting in October 2021. The ALLDocs Board and event planning team are putting together another fantastic program. ALLDocs Rocks!



GALLERY

New Attendees, New Friends



Avani Patel, O.D.



Laheqa Suljuki, O.D.

"I was hesitant to attend the ALLDocs meeting, not wanting to travel due to COVID, leave my girls behind or leave the practice in the hands of a new optometrist. The warm energy I felt from everyone immediately showed me I made the right choice. I learned many new practice management strategies to bring back and give me confidence to grow my business! Every ALLDocs member we interacted with felt like family. There was a ton of support and advice from all the attendees. I am so glad we attended and will be sure to attend every meeting going forward! Thank you for an amazing time ALLDocs!!"

Avani Patel, O.D.

"As a new member to AllDocs and attending my first meeting in Utah, I felt welcomed and everything surpassed my expectations. The CE lectures were informative and the speakers were amazing. I enjoyed how they incorporated vision with not only systemic health but with nutrition. My husband and I learned a lot of great information we will begin to apply in our practice. We made a lot of connections with different ODs and expanded our knowledge of what other doctors are doing in their practices to expand scope and services. We also really enjoyed the location, hotel, food and excursions which were big highlights of our trip. Thank you so much AllDocs! We look forward to next year!"

Laheqa Suljuki, O.D.





Key Strategies to Mastering Your Hiring Practices



Hiring the right employee is a challenging but critical task for any optometry practice. Hiring the right employee can be a boon for practices by improving productivity and efficiency while fostering a positive office culture. Conversely, bringing in the wrong candidate can put significant strain on a practice, costing time and money and diminishing office morale.

At the 2020 Southeastern Educational Congress of Optometry conference, Rebecca Johnson, CPOT—President of Eyetrain4You, an ophthalmic coaching and training company—offered 8 stages of effective hiring.¹ Below is a brief snapshot of these strategies to help you master important hiring practices.

1. Determine the Need

Simply having an open staff position does not mean it should be immediately replaced. Before posting a job advertisement, investigate the need for a replacement. Determine if the role has changed and see if your existing team can perform the duties and responsibilities. Also consider if the position should be full-time, part-time, or a contract role.

2. Define the Position

Knowing what you're really looking for in a new team member before hiring one is important. Ensure the job description illustrates the basic functions, the scope of responsibilities, and the desired training and educational requirements.

3. Develop Criteria

Before recruitment efforts begin, identify desired skills and behaviors and determine what your practice can afford. Identify job-specific personality attributes that are ideal for the role. Also keep in mind the culture of the practice and the various personalities currently on your staff.

4. Interview Well

When conducting interviews, conduct the initial contact over the phone and have questions prepared ahead of time. Keep questions consistent for all interviewees so you can appropriately compare qualified candidates.

5. Evaluate

When evaluating candidates, trust your gut but take extra precautions and ask to see certificates if they are listed on a resume or declared verbally. Use checklists to ensure the pros and cons of each candidate.

6. Consider Attitude

Think about the attitude of candidates during the hiring process and ensure that the person mirrors the core values of your practice. Consider attributes like teachability, trustworthiness, dependability, and thoughtfulness.

7. Encourage Growth

Johnson says the best ways to keep superstars are to show sincere appreciation, give employees a sense of fulfillment and accomplishment, and encourage career growth. These efforts can add value to optometry practices.

8. Know When to Fold

While not ideal, it's important to recognize when a new hire is not a good fit. To do so, determine if the employee was given a real chance to succeed. If the answer is yes, you need to make the hard decision and move on because your practice can suffer if your staff isn't giving patients the experience they want and expect.

SOURCES

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Human Trafficking: Optometrists to the Rescue?

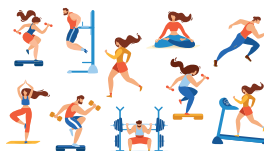


Optometrists are the first line of defense against many major health problems, but they may also be the only health professionals to interact with human trafficking victims at a time when they are still in captivity. For a presentation at the 2020 Southeastern Educational Congress of Optometry conference, Jason DeMayo, MBA, a human resources executive, advised that patients who present to optometry offices with symptoms of both sexually transmitted diseases and abuse are likely to have been involved in human trafficking in some form.

While the topic is rarely discussed, Demayo says the good news is there are ways to spot and prevent human trafficking. He recommended that optometry office managers educate staff on behaviors that will not be tolerated to create an atmosphere where employees feel safe when identifying patients or caregivers who may be involved in human trafficking activity. Demayo also suggested that healthcare professionals empower themselves by reading tips suggested on www.internetsafety101.org. Furthermore, he encourages managers to develop a handbook to train staff on dealing with victims and traffickers alike.

SOURCES

Beery B. How ODs can save lives by spotting human trafficking. Optometry Times. March 9, 2020. Available at: <https://www.optometrytimes.com/conferences/how-ods-can-save-lives-spotting-human-trafficking>.



A Look at Vision Training to Improve Athletic Performance



As athletes seek to gain a competitive edge, there is increasing interest in finding new ways to improve performance and gain an advantage in training.¹ Because sports are perceptually demanding in nature, visual and visual-motor skills are often targeted in sports training programs.² Sports vision training (SVT) has been developed under the premise that practicing demanding visual perceptual and oculomotor tasks will improve vision, which can then lead to quicker sensory processing, more rapid and accurate motor movements, and enhanced athletic performance.³

Assessing the Landscape

Over the past few years, digital visual training instruments have been developed based on principles of perceptual learning. For example, Ultimeyes® is a custom video application that incorporates diverse stimuli, adaptive near-threshold training with learning-optimized flickering stimuli, and multisensory feedback in a digital training program. It is designed to improve foundational aspects of visual sensitivity. Another product, the GlassesOff mobile application, has been developed to improve visual function within a broad set of clinical and nonclinical domains.

In addition, many companies have developed training instruments that target aspects of sports-related cognition. One such program is the CogniSense NeuroTracker, a training platform that features a 3-dimensional multiple object tracking intervention with added dual-task functions to increase cognitive load. NeuroTrainer is another device in which athletes are given a series of dual tasks that simultaneously challenge attention and peripheral

vision. Other promising brain training products in sports include Brain HQ, Cogmed Working Memory Training, and HeadTrainer. Collectively, these devices represent a new realm of SVT.

In addition, several instruments have also been created to evaluate and improve visual-motor reaction speed for athletes, including the Wayne Saccadic Fixator, Dynavision D2TM, Vision CoachTM, SVTTM, BatakTM, Sanet Vision Integrator, and FITLIGHT TrainerTM. Computerized assessment and training devices are also emerging to measure and train interrelated visual, cognitive, and sensorimotor skills for the purpose of improving athletic outcomes. Examples of this technology include the Senaptec Sensory Station, Sports Vision Performance from M&S®, and Vizual Edge Performance Trainer®.

Beyond the component skill training methods described above, naturalistic sports training approaches are also being evaluated for athletes. These tactics are different in that they focus holistically on the natural performance environment while allowing for manipulation to accelerate skill learning. Stroboscopic visual training, eye tracking to train gaze behavior, and simulations that recreate the sporting environment are types of naturalistic training approaches that appear promising.

Future Directions

Professional and collegiate athletes alike are increasingly embracing vision training and new technologies to heighten their cognitive abilities.¹ With the landscape of SVT approaches expected to grow in the coming years, it's exciting to consider the possibilities on the horizon. In the future, additional research is necessary to establish the capacity of SVT strategies to train sports-relevant abilities and to assess how these enhanced abilities translate to improved performance.

SOURCES

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Ortho-K May Keep Patients in Contacts



Most patients who want to wear contact lenses are good candidates for this intervention, but some will suffer from ocular dryness and discomfort, making the experience extremely painful. Previous research has shown that about half of all contact lens wearers give up wearing their contacts for good when they experience discomfort. This is often the case despite advancements with rewetting drops and improved lens materials.

A new study from investigators at the University of Alabama suggests that prescribing overnight orthokeratology (ortho-K) lenses for corneal reshaping can help patients avoid contact lens discomfort during the day. After looking at 29 cases in which patients underwent ortho-K therapy for 3 months, researchers observed a significant improvement in dry eye questionnaire scores after just 1 month. They also saw improvements in conjunctival staining and flatter keratometry values. At 3 months, these improvements were even more pronounced. Although not all symptomatic soft contact lens wearers could be refitted into ortho-K lenses, the researchers noted that those who continued using them for 3 months saw significant and clinically meaningful improvement in ocular symptoms.

SOURCES

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How Optometry Can Help in the Fight Against Multiple Sclerosis



According to published research, most patients with multiple sclerosis (MS) suffer from optic neuritis at some point in their disease course.¹ Since optic neuritis is the presenting sign of MS in up to 30% of patients, optometrists can play a key role in the fight against MS by conducting eye exams and diagnosing patients early.² Such efforts may improve visual prognosis and enhance quality of life for patients while lowering their rate of disability over time.³ Considering that most of the permanent vision damage occurs in the first year of being diagnosed with optic neuritis, it is critically important to get an accurate diagnosis and to develop appropriate and timely co-management plans.

Diagnosis & Management

High-resolution optical coherence tomography (OCT) is useful in the diagnosis and management of optic neuritis. Furthermore, OCT may be predictive of disability secondary to MS and is indicative of quality of life, particularly in patients with early MS without a previous history of optic neuritis.^{4,5} Optometrists can help determine if these tissues are vulnerable to damage in MS and other neurologic diseases. Episodes of acute optic neuritis will lead to swelling, as evidenced on OCT scans, while longstanding optic neuritis or recurrences will lead to atrophy and therefore thinning.⁵

Neuromyelitis optica (NMO) was previously thought to be a variant of MS, but it is also a demyelinating disease that can lead to optic neuritis. NMO has a 5-year mortality rate of 20%, and patients with disease that has progressed are often blind or partially sighted, unable to walk, and suffer from respiratory

failure.⁶ When NMO is suspected, laboratory testing for the anti-aquaporin-4 or anti-myelin oligodendrocyte glycoprotein antibodies can help with a diagnosis.^{7,8}

Treatment Considerations

The Optic Neuritis Treatment Trial suggested that high-dose intravenous (IV) steroids can be effective in the treatment of acute optic neuritis, but the best approach to treatment is still debatable.⁶ While high-dose IV steroids are a widely accepted treatment for optic neuritis, various clinical approaches are used by neurologists and optometrists due to questions regarding efficacy, practicality, and long-term benefit.⁹ Fortunately, promising therapies focusing on immunosuppression, neuroprotection, and remyelination are in later phase clinical trials, offering potential targeted alternatives for the future.¹

Seizing the Opportunity

Diagnosing and managing patients with MS creates a collaborating opportunity for optometrists with neurology and other healthcare providers. OCT instrumentation and interpretation—standard components of care for patients with MS—is a strong suit for optometrists. High-dose IV steroids are widely accepted as a form of treatment for optic neuritis, but numerous other therapies are showing promise and may expand the treatment armamentarium. Given the link between the severity of optic neuritis and its role in MS, enhancing communication and coordination of care can greatly benefit patients.

SOURCES

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The Value & Efficacy of IOP Screening in Patients Under 40



A study suggests that intraocular pressure (IOP) screenings are inexpensive and can identify at risk patients at a rate of about 5%. Researchers from the United States and India found that IOP screenings in people between the ages of 18 and 40 years identified 1 in 535 individuals with glaucoma or at risk of developing it, with a screening cost of just \$8 per diagnosed patient.

The study team conducted a retrospective chart review of more than 28,000 adults younger than 40 years who had IOP screenings from 2017 to 2018. They noted that 55% of patients with hypertension who were diagnosed with glaucoma were previously undiagnosed. In comparison, about 40% of patients with normal blood pressure diagnosed with glaucoma were previously undiagnosed.

Based on the findings, the authors reported that the overall low cost to identify young patients with high IOP justifies the routine use of clinic based IOP screening. Given their young age and the potential to treat and delay the progression of glaucoma, the benefits seem to outweigh the low cost of this screening.

SOURCES

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GALLERY

2020 Annual Meeting Highlights



INSIGHTS

Examining Self-Moisturizing Smart Contact Lenses



A new type of smart contact lenses may be able to prevent dry eye disease, according to Japanese research. Investigators developed a self-moisturizing system that maintains a layer of fluid between contact lenses and the eyes. The system uses electroosmotic flow (EOF), which causes liquid to flow when a voltage is applied across a charged surface. This causes fluid to flow upwards from a patient's temporary tear reservoir behind the lower eyelid to the surface of the eye. The authors noted their study is the first to demonstrate that EOF in a soft contact lens can keep the lens moist.

The researchers also tested two wireless power supplies for the contact lenses, both of which are known to be safe and non-toxic for living cells. They found that the wireless system could be successfully powered by biobatteries, which can be mounted directly on the charged contact lens. More research is needed to improve self-moisturizing contact lenses so that they are tougher and capable of operating at smaller currents.

SOURCES

Kusama S, Sato K, Yoshida S, Nishizawa M. Self-moisturizing smart contact lens employing electroosmosis. *Adv Mater Technol*. 2020;5(1):1900889-1900889. Available at: <https://onlinelibrary.wiley.com/doi/full/10.1002/admt.201900889> OR <https://www.sciencedaily.com/releases/2020/01/200122110451.htm>



ALLDocs members enjoyed the Flying Ace All-Stars Freestyle Show! Olympians and National Team skiers and snowboarders performed acrobatic feats as they soar up to 60 feet in the air before landing in the Park's Spence Eccles Olympic Freestyle Pool.



Dr. Alan Glazier, founder of OD's on Facebook, gives an hour on "The Business of Myopia Control."



Dr. Michael Kling educating ALLDocs. The Profitable Doctor: Eradicating Practice Poverty- was extremely popular. Put profits first!



The 2020 Bermuda Shorts team consisted of Dr. Naheed Kassam, Dr. Ryan Corte and Dr. Sean Claffie. All three presentations were unique and poignant! A favorite on the agenda yet again.



Ryan Innes, contestant on The Voice and Songland provided the LIVE entertainment at the gala. What a treat!



California doctors socialize at the ALLDocs meeting. (from left to right) Dr. Jodi Sheppard, Dr. Bei Zhang, Dr. Clara Kuei-Yu Chang, Dr. Edgardo Cintron, Dr. Lahega Suljuki, Dr. Avani Patel, and Dr. Aliona Radzinsky

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