

EYE ON EDUCATION

Spring 2008

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Eye on Education is generously sponsored by HOYA Vision Care, North America. HOYA's "Full Spectrum" laboratories focus on providing prescription lenses from all the leading lens manufacturers and lab services to optometrists.

In addition to supporting ASCO's newsletter, HOYA supports the 2008 Ophthalmic Optics Educators SIG and Clinic Directors/Administrators SIG workshops. Thank you HOYA!

ASCO Board Calls on Member Schools to Share Best Practices

At their Spring meeting, March 14-15, 2008, in Birmingham, Alabama, the ASCO Board of Directors emphasized the importance of sharing "best practices" among ASCO member schools. The meeting was hosted by ASCO President John F. Amos at the University of Alabama at Birmingham. Examples of best practices shared at the meeting that can benefit all member schools are: 1) programs reducing student debt, 2) management of joint accreditation visits, 3) approaches to enhancing faculty quality, and 4) negotiating agreements with international schools.

The ASCO Board took the following policy actions at the March meeting:

- Encouraged schools and colleges of optometry to incorporate the ASCO Healthy People 2010 Curriculum Task Force findings in their respective curricula.
- Requested the Clinical Affairs Committee to collect data on externship sites.

(Cont'd on page 3)

ASCO NEWS

Western University College of Optometry Conveyed ASCO Membership, Joins 17 Other Member Schools

ASCO's Board of Directors has approved Western University of Health Sciences College of Optometry's application for ASCO Active Membership. Western University is located in Pomona, California. Its founding dean is Elizabeth Hoppe, O.D., M.P.H., Dr.PH., came to Western University from the New England College of Optometry, where she served as the associate dean.



Dr. Elizabeth Hoppe
Founding Dean

Western University is the first optometry school to be conveyed active membership in nearly 20 years.

According to Dr. Hoppe, the college has identified four stakeholders critical to their mission: the public, profession, student and faculty perspectives. Each of

these four communities come together to advance the school's central theme—"building bridges."

Western has developed a preliminary curriculum that proposes four themes:

- Early entry into patient care.
- Integration of basic and clinical sciences.
- Interprofessional education in collaboration with other health disciplines.
- Preparation for entry-level optometry care along with a special emphasis on neuroscience and neuro-optometry.

According to a memorandum from Larry D. Stoppel, O.D., F.A.A.O., chair of the Accreditation Council on Optometric Education, to the president of Western University of Health Sciences, the College of Optometry "has approval to begin student recruitment, selection and admissions, and to begin offering the program." ACOE granted Western's College of Optometry the preaccreditation classification of "Preliminary Approval."

ASCO congratulates and welcomes Western University College of Optometry to its membership!

IN THIS ISSUE:

Special Interest Group News	2
Meet the Staff.....	4
Partnership Foundation News	5
Corporate News	6
School and Organization News	8



ASCO Special Interest Group (SIG) News

SIGs were created within ASCO as a primary means of implementing the ASCO mission of “fulfilling the leadership role in the optometric education enterprise.” SIGs provide forums for professional staff, administrators and faculty with common responsibilities to communicate directly with each other and to provide advice and counsel to the ASCO Board of Directors on pertinent issues. Participation is open to those individuals identified by the deans and presidents of an active ASCO member institution. Below is a summary of the SIGs and when they will meet in 2008. The ASCO website, http://www.opted.org/meetings_main.cfm, also provides meetings information.

Clinic Directors/Administrators

The Clinic Director’s Workshop is scheduled September 25-28, 2008, in Grand Rapids, Michigan. The meeting will be chaired by Drs. Carla Mack, Ohio State University and Michelle Welch, Northeastern State University-Oklahoma College of Optometry. For additional information, contact Les Caplan at lcacc@comcast.net.

Continuing Education Directors

The Continuing Education Directors SIG will meet on June 26, 2008, in conjunction with the American Optometric Association meetings in Seattle, Washington. The meeting will be chaired by Dr. Kristin Anderson of the Southern College of Optometry.

The Continuing Education Directors also plan to meet in October in conjunction with the American Academy of Optometry in Anaheim, California. For additional information, please contact LaShawn Sidbury at lsidbury@opted.org.

Externship Directors

The Externship Directors SIG Workshop will occur September 25, 2008, in Grand Rapids, Michigan. The workshop will be held in conjunction with the Clinic Directors/Administrators Workshop. For additional information, contact Les Caplan at lcacc@comcast.net.

Low Vision Educators

The Low Vision Educators SIG meeting will take place July 18-19, 2008, in Fort Lauderdale, Florida. The meeting will be chaired by Dr. Pamela Oliver of Nova Southeastern University. The Low Vision Educators also plan to meet in October 2008 in conjunction with the American Academy of Optometry in Anaheim, California. Please contact LaShawn Sidbury, lsidbury@opted.org, for additional information.

Ophthalmic Optics Educators

The next Ophthalmic Optics Educators SIG meeting is scheduled July 24-26, 2008, in Dallas, Texas. The meeting will be chaired by Dr. Melissa Hill of the Ohio State University. For additional information, contact Victoria Smith-Moore at vsmith-moore@opted.org.

Practice Management Educators

The Practice Management Educators SIG met on April 5-6, 2008, in Jacksonville, Florida. The meeting was chaired by Dr. Sam Quintero of the University of Houston.

Other SIG Meetings

Seven of ASCO’s 12 SIGs will meet in October 2008 in conjunction with the American Academy of Optometry in Anaheim, California. Unless otherwise noted, the point of contact for each SIG is LaShawn Sidbury, lsidbury@opted.org:

- Binocular Vision & Perception Educators (Rochelle Mozlin, SUNY, chair)
- Continuing Education Directors (Kristin Anderson, SCO, chair)
- Development Directors (Frances Rozner, SCCO, chair; point of contact: Christine Armstrong, carmstrong@opted.org)
- Ethics Educators (John Classe, UAB, chair)
- Low Vision Educators (Pamela Oliver, NSU, chair)
- Optometric Informatics (Sam Hanlon, UH, co-chair; Gerald Dujsik, ICO, co-chair)
- Residency Educators (David Loshin, NSU, chair; point of contact: Paige Pence, ppence@opted.org)
- Vision Science Librarians (Cindy Hutchison, NECO, chair)

ASCO Board (cont'd from page 1)

- Extended through 2011 the Association of Regulatory Boards of Optometry (ARBO)/ASCO Agreement exempting ASCO member institutions from the Council on Optometric Practitioner Education (COPE) review process.
- Requested staff to collect data on best practices of the schools and colleges to minimize student debt and share through a published article in ASCO's *Journal of Optometric Education*.
- ASCO's Board will next meet on June 24-25, 2008, in Seattle, Washington.

Partnership Foundation to be Highlighted at Annual Leadership Luncheon



AMO will again sponsor ASCO's Annual Leadership Luncheon, scheduled for Wednesday, June 25, 2008, in Seattle, Washington. Each year, leaders in the optometric community gather at the luncheon to share in the professional camaraderie and friendship.

This year's program will feature a retrospective of the Partnership Foundation for Optometric Education, which was formed by the AOA and ASCO to provide long-term financial support for the advancement of optometric education and related special needs of the profession. This year, AMO is providing an additional grant to allow the Trustees from the American Optometric Student Association (AOSA) to attend the event.

To celebrate the Partnership's 10th anniversary, Dr. Jerry Strickland, the founding President, will discuss its establishment and history. Dr. Richard Wallingford, its current President, will follow to address its current plans and goals.

ASCO greatly appreciates AMO's continued support of our flagship event. We look forward to seeing you there!

2008 ASCO Meeting Schedule

Please refer to the ASCO website for a complete meetings schedule, http://www.opted.org/meetings_main.cfm

Chief Academic Officers (CAOs) Gear Up for June Workshop/Business Meeting

The CAOs workshop and business meeting will occur June 23, 2008, in Seattle, Washington. The meeting will be chaired by Dr. Morris Berman of the Southern California College of Optometry. Agenda topics include: ASCO functional standards for didactic and clinical optometric education, clinical grading and evaluation of faculty and students, issues regarding the National Board, evidence-based health care, and the 2009 Summer Institute for Faculty Development.

Student Award in Clinical Ethics

For the fourth year, CIBA has sponsored the Student Award in Clinical Ethics. ASCO and the Ethics Educators SIG are pleased to announce Kristopher Hubbard as the winner of the 2008 award. As the winner, Kristopher will receive a \$1,000 award check and an acrylic engraved plaque. The paper, *Ethical Principles & Optometric Patient Care: The Principle of Patient Advocacy*, will be posted on the ASCO website in the coming weeks.



Centralized Online School Application Service to Debut July 2009

ASCO, in partnership with Liaison International, will implement for potential students an online, centralized application service in July 2009 called Optometry's Centralized Application Service, or OptomCAS.

OptomCAS will provide a convenient,

web-based application that will allow students to apply to any participating optometry programs. This is an innovative step in simplifying and streamlining the application process. Members of the OptomCAS Ad Hoc Implementation Committee are Dr. Lewis Reich, Chair (NOVA), Ms. Natalie Batt (NSUOCO), Dr. James Caldwell (PCO), Ms. Sharon Joyce (UCB), Ms. Paige Pence (ASCO), and Dr. Lorraine Voorhees (SCCO).

2007-2008 ASCO Annual Faculty and Student Survey Reports Available

Faculty Report Shows an Overall Increase in Full-Time Faculty

ASCO's annual *Faculty Survey Report* for academic year 2007-2008 was distributed to the deans and presidents of ASCO's member schools in February 2008. The report shows that the total number of full-time faculty has increased from 586 in academic year 2006-2007 to 600 in 2007-2008. Data also showed that 59.2% of faculty are men and 40.8% are women during this timeframe. There are 375 part-time paid faculty.

The percentage of full-time faculty who are Black or African American remains at 2%, and the percentage of full-time faculty who are Hispanic or Latino has decreased from 4.8% last year to 4.7% this year. The percentage of Asian, full-time faculty has increased from 11.6% last academic year to 11.8% this year. The percentage of full-time faculty who are American Indian, Alaskan Native or "other" has risen from 2.4% last year to 2.5% this year. The percentage of full-time faculty identified as White has remained at approximately 79%.

Of the 523 full-time faculty at the 15 institutions that offer tenure, 44.9% have tenure, 18.2% are on the tenure track and

(Cont'd on page 4)

36.9% are not on the tenure track. Of new, full-time faculty, 34.1% were recruited from residency programs, 20.5% from another academic position and 18.2% from an optometry practice. The most common reason for the departure of a faculty member was retirement, followed by a change in academic position and entering or re-entering practice.

Student Report

ASCO's 2007-2008 annual *Student Data Report* was distributed to the deans and presidents of ASCO's member schools in April 2008. Survey results showed that the total number of full-time students enrolled in the professional O.D. programs during academic year 2007-2008 is 5,556, an increase of 1.2% over the previous year, and an increase of 3.6% since 2002-2003. The number of full-time first-year students increased by less than 1% over last year but increased by 4.7% over the past five years. The percentage of female full-time students in the professional O.D. programs continues to increase, rising from 58.6% in 2002-2003 to 64.6% this year.

The percentage of Black or African American full-time students remains about the same as last year, moving from 3.2% to 3.1%. The percentage of full-time Hispanic or Latino students decreased slightly from 4.9% to 4.6%. The percentage of full-time Asian students increased from 23.8% to 24.8%. The percentage of White students decreased from 61.3% to 60.3%.

In 2007-2008, full-time and part-time students come from every state in the U.S., from Puerto Rico and Canada, and from 24 foreign countries. More students reside in California than any other state, with Texas coming in second.

In 2007, 62.8% of graduates of the professional O.D. programs, both regular and special programs, were female, up from 59.7% in 2006. In 2007, there were more female graduates than male graduates at all but two schools of optometry.

Blacks or African Americans make up 3.3% of graduates of regular and special programs this year, down from 3.6% last year. The percentage of Hispanic graduates increased from 4.3% last year to 5.5% this year, while the percentage of

Asian graduates increased from 22.9% last year to 24.8% this year. White graduates decreased from 64.7% last year to 60.7% this year.

In 2006-2007, at least 80% of students at each of the 17 schools and colleges of optometry received financial aid. At 13 of the schools, 90% or more of students received financial aid. Average awards for residents ranged from \$25,084 to \$45,500, and for non-residents from \$30,094 to \$60,976.

Average direct expenses (tuition, fees, books and instruments) for a first-year resident student at a public school are \$21,715 in 2007-2008, an increase of 9.6% over last year. The average for a first-year resident student at a private school was \$28,955, an increase of 4.3%. Non-resident first-year students at public schools paid an average of \$37,425 in direct expenses, a 6.5% increase over last year, while non-residents at private schools paid \$31,000, or 4.2% more this year.

Ciba Vision Guest Lecturer Grant Program in Contact Lenses

A grant to ASCO from CIBA Vision,



an ASCO Corporate Contributor, will be used to cover expenses for sending faculty lecturers to ASCO-affiliated schools and colleges, so as to share expertise in contact lenses. This program implements one of the priorities of current ASCO President Dr. John Amos, which is the sharing of educational resources among schools and colleges.

Funding will cover travel expenses and a \$1,000 honorarium for the invited guest lecturer. Schools are responsible for selecting the guest lecturer; however, priority should be given to faculty with two to six years teaching experience. There is limited funding throughout the fiscal year and awards are distributed on a first-come, first-serve basis, with a limit of one per school each year. For additional information or to obtain an application, contact LaShawn

Sidbury at lsidbury@opted.org.

In response to CIBA's program, ASCO is establishing a **Contact Lenses Faculty Lecturer Bureau**. Any contact lens faculty members who are qualified to provide lectures should contact LaShawn Sidbury at lsidbury@opted.org. Please provide the following information: faculty member name, institution, email address, expertise area, and years of teaching experience (if known). This information will be used to aid schools and colleges who are interested in participating in the program but who may not know of any lecturers who meet the criteria.

Meet the Staff

Christine Armstrong joined ASCO as the Director of Corporate Affairs in January 2008. She is responsible for all aspects of corporate relations and ASCO's Corporate Contributors program. Christine also serves as the first Director of the Partnership Foundation for Optometric Education, in which she oversees the management and administration of the Foundation. Christine comes to ASCO with 13 years of fundraising experience. After graduating from George Mason University, she established a new home health care organization and served as its Chief Operating Officer. She then worked at the Army Distaff Foundation and the American Academy of Optometry, where she was the Director for the American Optometric Foundation.

Paige Pence joined ASCO as the Director of Student and Professional Affairs in January 2008. Paige is responsible for ASCO's career promotion programs, in addition to staffing the Student Affairs, Residency Affairs and Clinical Affairs Committees. Paige also manages diversity and multicultural programs. Paige came to ASCO from the University of Georgia College of Veterinary Medicine where she was the program coordinator for student affairs. Prior to her stint at UGA, she was the assistant executive director of the Association of American Veterinary Medical Colleges (AAVMC). Paige received her BA from Marshall University.



Clinic Directors SIG Supports the Partnership

The Partnership Foundation for Optometric Education welcomes ASCO's Clinic Directors SIG as a new contributing partner. This is the first time that an ASCO SIG has supported the Partnership. The Clinic Directors group has set an important precedent by its decision to make an annual contribution to the Partnership. The Clinic Directors at the schools and colleges of optometry understand that their institutions will ultimately benefit from their donation. They are making a significant investment in the future of optometry.

The Clinic Directors SIG has held an annual workshop since 1991 under the leadership of Dr. Lester Caplan. The SIG joined ASCO in 1995 and has continued to be a format for shared resources and educational progress. This year's workshop will be held on September 25-28, 2008, in Grand Rapids, Michigan.

Partnership Foundation Sets New Objectives for the Future

The Board of Directors of the Partnership Foundation for Optometric Education held a special Board meeting on February 29, 2008, at SECO to develop its strategic directions. Led by its new President, Dr. Richard Wallingford, the Board prioritized the Partnership's objectives for the coming year. The primary goal is to raise the overall awareness of the Partnership in the optometric community. Second, the Partnership will develop clear and compelling communication tools to deliver the partnership's message.

To achieve these objectives, the Partnership Foundation will be highlighted at ASCO's Annual Leadership Luncheon (see related article on page 3) and Corporate Advisory Breakfast. Dr. Wallingford will also speak at the AOA House of Delegates. Through these efforts, the Board hopes to increase the participation of state, regional and national entities. To date, the Partnership has

The Partnership Foundation for Optometric Education Welcomes The Maine Optometric Association as a Contributing Partner

The Partnership Foundation for Optometric Education is pleased to welcome the Maine Optometric Association (MOA) as its newest contributing partner. The MOA joins 16 national, regional and state contributing partners; the 17 schools and colleges of optometry; and corporate partners in supporting the Partnership Foundation.

The Partnership Foundation's President, Dr. Richard Wallingford, Jr., stated, "The Maine optometrists have shown their commitment to the profession. They are willing to contribute today, knowing it will be the next generation that will receive the benefits. You have to admire their desire to support the growth of our outstanding optometric educational institutions." The Partnership Foundation for Optometric Education was established in 1996 by ASCO and the American Optometric Association (AOA) to ensure the continued viability and promise of the profession of optometry. Contributing partners donate \$1 per hour to the Foundation for each optometrist registered to receive paid continuing education. Its assets are approaching \$4 million.

The MOA is affiliated with the American Optometric Association and represents more than 160 eye doctors throughout the state of Maine.

raised over \$3.3 million. However, assistance is needed from the entire optometric community to reach its goals.

The next generation of practitioners will benefit from these efforts. After the fund reaches \$25 million, the Partnership will begin distributing funds to contributing institutions and organizations. Tuition rates can remain competitive through the Partnership's supplemental funding for the modernization of educational facilities and equipment to enhance the learning environment. Optometry students will also have the opportunity for greater integration of advanced technologies.

For more information about the Partnership Foundation, please contact Christine Armstrong, Director, at 301-231-5944 x3018 or carmstrong@opted.org.



Have you thought about the future of optometry?

We have!

The Partnership Foundation for Optometric Education is planting, cultivating, and nurturing. Together, this "true partnership" is making a long-term investment in tomorrow.



Partnership Foundation
for Optometric Education

Contact Lens Shift Can Cause Problems in Persons With Astigmatism

Clinical Study Compares Rotational Stability of Two Toric Soft Contact Lenses Across Daily Viewing Condition

Why vision may sometimes fluctuate during the day might lie in the design of contact lens, a new clinical study has demonstrated. The research may be of particular interest to contact lens wearers who have astigmatism. The findings appear in the current issue of *Optometry and Vision Science*, the peer-reviewed journal of the American Academy of Optometry.

According to the study, which used a novel, infrared, video-based technique to evaluate the clinical performance of two of the most frequently prescribed toric soft contact lenses in the United States, lenses utilizing an accelerated stabilization design were superior compared with lenses using a prism ballast design in two of four tasks designed to mimic real-world viewing conditions involving quick, simultaneous movements of both eyes in the same direction.

Twenty contact lens wearers participated in this study. Following a baseline

evaluation, participants were randomly fit with one of two toric lenses: ACUVUE® ADVANCE® Brand Contact Lenses for ASTIGMATISM (Vistakon®), Division of Johnson & Johnson Vision Care, Inc.), which uses an accelerated stabilization design, or SoftLens® Toric (Bausch & Lomb), which features the prism-ballast design. After performing a series of tasks, the first lens was removed. Following a 10-minute rest period, the second lens was inserted and immediately tested.

The results showed that lenses using the accelerated stabilization design were significantly more stable than the prism-ballast design during settling time and during the large versional tasks that required the eyes to move synchronously and symmetrically in the same direction. For the other two tasks, performance was similar.

The study was supported by Vistakon®, Division of Johnson & Johnson Vision Care.

Volk Optical Offers New, High-Magnification, Four-Mirror Lens

Volk Optical has improved the capability to view the anterior segment of the eye with a new offering in its G-Series line of glass gonio lenses, the 4 Mirror High Mag Gonio Lens. The new lens utilizes a level

of magnification previously unavailable in a four-mirror gonio lens to provide a complete 360° view of the anterior chamber. With an image magnification of 1.5x, the four-mirror, high-magnification Gonio delivers crisp, clear views for observation of key detail in the anterior segment during glaucoma screening. Four mirrors equally angled at 64° provide visualization of the entire anterior chamber, with only a slight rotation. The “nf” (no flange) design of this lens facilitates use without viscous interface solutions. Artificial tears or a thick natural tear layer is all that is required for patient comfort, facilitating exams.

Sirion Therapeutics Highlights Difluprednate Trial Results at Recent Meeting

Sirion Therapeutics, Inc., an ophthalmic-focused biopharmaceutical company, announced today the presentation of data from two Phase 3 clinical trials of difluprednate ophthalmic emulsion 0.05% (Durezol™), a topical steroid in the treatment of postoperative ocular inflammation. The results were presented at the American Society of Cataract and Refractive Surgery Annual Symposium in Chicago, Illinois.

Five million ophthalmic surgeries are performed each year in the United States. Postoperative inflammation is a common occurrence following these procedures, and if left untreated, can interfere with a patient’s visual rehabilitation or lead to further complications.

In two multi-center studies, researchers evaluated the safety and efficacy of Durezol™ 0.05% compared with placebo dosed twice a day and four times a day beginning 24 hours after ocular surgery. The statistically significant findings demonstrated that Durezol™, at both dosing regimens, was superior to placebo in reducing inflammation postoperatively. In addition, the proportion of subjects who reached “clinical cure” (defined as anterior chamber cell count less than or equal to 5 and flare score of 0) at Day 15 was roughly three times that of the placebo group.

(Corporate News cont'd on page 7)

Corporate Contributors

The following companies support ASCO’s national programs and activities that benefit all the schools and colleges of optometry:

Advanced Medical Optics	Alcon Laboratories
Allergan	Bausch & Lomb
Carl Zeiss Vision	CIBA Vision Corporation
Compulink Business Systems	CooperVision
Essilor of America	Eyemaginations
Haag-Streit	HOYA Vision Care, North America
Marchon	Luxottica/Eye Med Vision Care
M&S Technologies	Nidek, Inc.
Ophthonix, Inc.	Optos North America
Optovue, Inc.	Rapid Pathogen Screening
Safilo Group	Transitions Optical, Inc.
Vision-Ease	Vision Service Plan
The Vision Care Institute™, LCC, a Johnson & Johnson company	
Vistakon, Division of Johnson & Johnson Vision Care, Inc.	
Volk Optical, Inc.	Wal-Mart Stores, Inc.

Lens Material Minimizes Contact Lens Wearers' Discomfort and Dryness Symptoms Under Adverse Environmental Conditions

Lenses Made With senofilcon A Could Help Wearers Avoid "Contact Lens Dropout"

New research suggests that a novel silicone hydrogel material could help keep contact lens wearers from discarding their contacts due to discomfort caused by feelings of dryness, the most commonly reported reason people discontinue contact lens wear. Using a controlled clinical model for evaluating dryness, researchers reported that patients experienced less discomfort while wearing contact lenses made with senofilcon A (ACUVUE® OASYS™ Brand Contact Lenses) than they did either while wearing no lenses or

while wearing their usual contact lenses in a controlled adverse environment. The findings appear in the current issue of *Current Medical Research and Opinion*.

Roughly 51 percent of lapsed lens wearers cite discomfort as the primary reason they discontinued wearing their lenses. Forty percent attribute their contact lens abandonment to dryness.

The purpose of the study was to compare the ability of senofilcon A contact lenses to wearers' habitual contact lenses to provide relief from ocular discomfort during contact lens wear in adverse environmental conditions. When wearing senofilcon A contact lenses, study participants reported significantly lower subjective ocular discomfort scores during exposure to a controlled adverse environment than they did when wearing their habitual contact lenses.

The study was supported by funding from Vistakon®, Division of Johnson & Johnson Vision Care, Inc.

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INDUSTRY SPOTLIGHT

M&S Technologies, Inc., Serving the Vision Care Industry for 18 years

NEW CORPORATE CONTRIBUTOR TO ASCO

ASCO is proud to announce a new Corporate Contributor—M&S Technologies, Inc. M&S is a leader in computerized visual acuity, contrast sensitivity and video display systems, including the Smart System 2020™ and patented Holladay Automated Contrast Sensitivity System (HACSS).™ The systems offer visual acuity tests, which are fully randomizable, customizable and programmable into standardized protocols. Contrast Sensitivity testing is offered with letter and linear sine gratings and our exclusive sinusoidal bulls eye used on the HACSS. M&S systems are E-ETDRS/ATS certified for clinical trials and meet or exceed ANSI/ISO standards. They also have a custom interface with Eyemaginations™ patient education, OfficeMate EMR, Marco and Topcon autophoroptors. Our new SystemLink™ technology makes the M&S Smart System fully capable of simultaneously operating any software package while running the Smart System.

More information about M&S can be found on their website at www.mstech-eyes.com.



A Lifetime Commitment: Students Lead "Optometry Giving Sight's" World Sight Day Challenge

A presentation by Professor Brien Holden (Global Chair) of the organization Optometry Giving Sight at the June 2007 AOA meeting inspired members of the American Optometric Student Association (AOSA) to raise nearly \$5,000 as participants in the World Sight Day Challenge.

During the annual World Sight Day Challenge, Optometry Giving Sight asked students to make a regular donation of \$5 per month to help the 300 million people who are blind or vision impaired because they do not have access to an eye exam and a pair of glasses.

Optometry Giving Sight is a joint initiative of the World Optometry Foundation, the International Centre for Eyecare Education and the International Agency for the Prevention of Blindness. Its aim is to galvanize support from optometrists, their patients, associations, industry partners and corporations to raise funds for projects directed toward the elimination of uncorrected refractive error - simply the need for an eye exam and glasses. The next World Sight Day is October 9, 2008.

New England Eye Institute (NEEI)

Jim Hooley Named Interim President

Jim Hooley, a former president and CEO of the Neighborhood Health Plan, has been named interim president of NEEI, the nation's largest urban-based eye care community clinic network. NEEI, the clinical system of the New England College of Optometry, provides eye care services for more than 50,000 patients annually at some 44 facilities in the region, including community health centers, homeless shelters, schools and hospitals. Hooley replaces Barry Barresi, OD, who was recently named executive director of the American Optometry Association.

New Chair Elected to Board of Trustees

Charles F. Mullen, O.D., the former president of the Illinois College of Optometry (ICO), has been elected chair of the Board of Trustees. Prior to retiring as president of ICO, Dr. Mullen had served as director of the Optometry Service, U.S. Department of Veterans Affairs, executive director of The Eye Institute at the Pennsylvania College of Optometry, and special assistant to the president for clinical development at NECO. He is a graduate of New England College of Optometry (NECO) and the University of Virginia and serves as a member of the Board of Trustees of NECO.

Southern California College of Optometry News

SCCO Names New President

The Southern California College of Optometry (SCCO) has named Kevin L. Alexander, O.D., Ph.D., as its seventh president, effective July 1, 2008. Dr. Alexander, currently Dean, Ferris State University, Michigan College of Optometry, Big Rapids, MI, assumes the presidency from Lesley L. Walls, O.D., M.D., D.O.S.,

who is retiring after 11 years. Dr. Alexander currently is serving as president of the AOA.

Yarwood Memorial Award

For the 40 years since the first Paul Yarwood Memorial Award was first established, the award has been given to persons, organizations, or groups who have made significant contributions to optometry or to the visual care of the American public and who are not being recognized primarily for their work within the California Optometric Association as a volunteer in the organized structure. This year's Yarwood recipient is Dr. Les Walls, SCCO President.

Award for Excellence in Optometric Education

Dr. Becky Kammer received the California Optometric Association Award for Excellence in Optometric Education. This prestigious annual award recognizes an optometric educator from the University of California, Berkeley, School of Optometry and the Southern California College of Optometry who has demonstrated ongoing and consistent excellence in the education of optometry students.

Vision Care Institute Opens

The Vision Care Institute on the SCCO campus had its grand opening event on February 25, 2008. The Vision Care Institute is partnering with leading optometry schools and colleges throughout the United States, Canada and Puerto Rico to extend its professional-level training opportunities for optometry students with distance learning and live programming at on-campus satellite centers. SCCO is the third optometry school to participate.

Southern College of Optometry

Lewis Reich, O.D., Ph.D., F.A.A.O. Named Southern College of Optometry Vice President for Academic Affairs

Lewis Reich, O.D., Ph.D., F.A.A.O., has been named Vice President for Academic Affairs at Southern College of Optometry (SCO) in Memphis. Dr. Reich, Assistant Dean for Student Affairs at Nova Southeastern University, College of Optometry, was selected after a nationwide six-month search. Dr. Reich will join the SCO administration and faculty effective July 1, 2008. Dr. Reich earned his optometry degree from the University of California at Berkeley in 1988. In 1999, he earned his PhD in physiological optics and the same year joined the faculty of Nova Southeastern University, College of Optometry (NSUCO), where he holds the rank of Associate Professor.

A Fellow of the American Academy of Optometry, he is an active volunteer, currently serving as the Academy's Chair of the Optometric Education Section. Dr. Reich has also served on the Student Affairs Committee for ASCO and is the Optometry Admissions Test (OAT) Liaison to ASCO. He currently chairs the ad hoc OptomCAS committee of ASCO, where his responsibilities include developing a centralized application service for optometry admissions. Additionally, Dr. Reich will participate in ASCO's Chief Academic Officers group.

Maples Named as Editor-in-Chief for *Journal of Behavioral Optometry*

In other school news, W.C. Maples, O.D., professor, has been named editor-in-chief of the *Journal of Behavioral Optometry*. The Memphis *Commercial Appeal* published a newspaper story about his research into the effects of cell phone usage on drivers' vision.

Illinois College of Optometry Launches Visiting Professor Program

The Illinois College of Optometry (ICO; www.ico.edu) has developed a visiting professor program that enhances scholarly activity and patient care for its students, patients and faculty. This new program, made possible by the Dr. and Mrs. Dominick M. Maino Visiting Professor Endowment Fund, is to bring renowned experts in the fields of pediatric optometry, special populations, binocular vision, optometric vision therapy, and vision and learning to ICO's campus. Dr. Leonard Press, a former faculty member at the Pennsylvania and the SUNY Colleges of Optometry is a prolific author, lecturer and a past president of the College of Optometrists in Vision Development. He is now director of The Vision and Learning Center in Fair Lawn, NJ, and is ICO's first Maino Visiting Professor.

State University of New York (SUNY)

New Vice-President and Dean for Academic Affairs Appointed

David Troilo, Ph.D., has been appointed as SUNY College of Optometry's Vice-President and Dean for Academic Affairs. Dr. Troilo will assume his position effective July 1, 2008. He will also hold the rank of professor. Dr. Troilo comes to the SUNY College of Optometry with extensive experience in optometric education and research. He currently holds the rank of Professor of Biology at the New England College of Optometry; serves as the Director of Graduate Studies, and Chair of the Faculty; and is a member of the College's Board of Trustees.

Dr. Troilo is internationally renowned for his research in myopia, accommodation and the development of refractive error. Dr. Troilo, a product of New York State higher education, received his masters and Ph.D. degrees in biology from the City University of New York, and completed his undergraduate work at SUNY Oswego. Following the completion of his Ph.D. in 1989, Dr. Troilo held postdoctoral posts first at Oxford University in England and subsequently at Cornell University in Ithaca, NY. Dr. Troilo will participate in ASCO's Chief Academic Officers group.

Eyes on New York Gala

Two prominent ophthalmic industry leaders were honored at the annual Eyes on New York Gala, April 11, 2008, during Vision Expo East. Sponsored by the Optometric Center of New York, the foundation of the SUNY College of Optometry, the gala, held in the famous Rainbow Room at Rockefeller Center, paid tribute to Richard Elias, President of Transitions Optical, and Julian Gangolli, Corporate Vice President and President of North America Pharmaceuticals for Allergan. More than 300 people attended the annual fundraiser, which supports vision

care for the homebound elderly and indigent, as well as scholarships and vision science research.

R. Michael Daley, President of Essilor of America and Ed Greene, President of the Vision Council of America served as Corporate Co-chairs.

Museum of Art Signed With Purchase College and Its Neuberger Museum



The College of Optometry has entered into a special collaboration with Purchase College and its Neuberger Museum of Art to open an exhibition site. The Neuberger Museum of Art, the 10th largest university museum in the United States, is home to internationally renowned collections of over 6,000 works of 20th-century American, European, African and ancient art. The museum's new satellite exhibition space will be renovated in coming months as part of an overall renovation project at the college. The exhibition space will be located on the ground floor of the college's historic building.

SUNY Opens New Vision Care Referral Service

The College of Optometry recently announced the opening of a new comprehensive referral service for optometrists and ophthalmologists in the metropolitan New York area. The University Optometric Center (UOC), the college's patient care facility, is one of the country's largest outpatient vision care clinics, serving men, women and children from around the world. Because it is a teaching facility too, the UOC has the latest and most comprehensive diagnostic and treatment technologies. The UOC faculty consists of eye care specialists who treat many ocular conditions that most eye care providers never see.

Services at UOC range from laser refractive surgery and ocular disease and special testing, vision therapy pediatrics, low vision to specialty contact lenses. Among the more unique units within the UOC is the Head Trauma Unit, providing comprehensive visual evaluations and visual services to individuals with acquired head trauma and strokes.

COVD Awards Presented to Two SUNY Faculty

Each year the College of Optometrists in Vision Development (COVD) honors optometrists who have demonstrated exemplary performance and support for the field of developmental optometry. Two SUNY faculty members have been presented with this honor. Dr. Kenneth Ciuffreda,

Professor, Department of Vision Sciences, was awarded the A.M. Skeffington Award, which is given to the COVD Fellow who has made outstanding contributions to optometric literature in the areas of vision therapy and vision development. Dr. Harold Solan, Professor Emeritus, was awarded the G.N. Getman Award. This award is given to an optometrist, oriented to vision development with clinical expertise and application in office structure and professional activity.

SUNY Faculty Awarded VSP Grant

Drs. Diane Adamczyk and Rochelle Mozlin have been awarded a grant of \$57,349 by Vision Service Plan (VSP) to develop "Optometric Centers of Excellence for Private Practice Specialty Education." The mission of the program is to institute a clinical educational experience for fourth-year optometry students in specialty private practice settings. The program couples clinical educational opportunities with a practice management component and establishes a formal program to develop the private practice doctor into a clinical educator. VSP also made funding awards to five other optometry schools.

Dr. Qasim Zaidi Awarded Rank of Distinguished Professor

The rank of distinguished professor was awarded to Dr. Qasim Zaidi by the SUNY. The highest rank that can be bestowed to a SUNY faculty, the award recognizes and rewards the scholarship and research of the finest and accomplished faculty members at SUNY and is conferred by the University's Board of Trustees. Nominated by their peers, faculty who receive the distinguished professor designation have achieved national and/or international prominence, established a reputation in their field of expertise and consistently demonstrate extraordinary accomplishments throughout their career.

Affiliation Agreements Signed With Chinese Medical Schools

In January 2008, SUNY Optometry's President, Dr. David A. Heath and SUNY Optometry's Interim Vice President for Academic Affairs and Interim Dean, Dr. Michael Heiberger, visited China and signed affiliation agreements with two of China's most prestigious medical institutions: the Wenzhou Medical College and the Zhejiang University.

Under the terms of the agreement, SUNY and Wenzhou Medical College will pursue collaborative education programs and cooperative research, along with faculty and student exchange. Beginning this June, fourth-year SUNY Optometry students will begin to participate in 10-week clinical internships at Wenzhou's Eye Hospital. In Fall 2009, the Affiliated Second Hospital of the School of Medicine of Zhejiang University, also in Zhejiang Province, will also host SUNY fourth-year student interns.

New Publications by UAB Staff

Dr. Jimmy Bartlett, Chairman of University of Alabama, Birmingham (UAB) Department of Optometry, along with co-editor Siret Jaanus (Professor, SCCO) and 43 contributing authors, published 5th edition of *Clinical Ocular Pharmacology*.

Dr. Marcela Frazier, UAB Assistant Professor, has been invited to present on her awarded grant "Educating Hispanic Parents

on the Need to Obtain Eye Care for their Children" at the 6th Annual Healthy Eyes Healthy People Conference. Her video was selected best in the nation among all projects funded by the Healthy People grants.

Nova Southeastern University College of Optometry

Brian Oulman, a fourth-year student at Nova Southeastern University College of Optometry has been awarded the Student Member of the Year 2008 from the Optometric Physicians of Washington. This prestigious honor is granted to a student of optometry who is either from the state of Washington or plans to practice there and who has potential to be one of the strong leaders of the profession. In winning this award, Mr. Oulman is also being recognized for his sense of ethics, service, responsibility and professionalism.

Third-year student Erin Jenewein was awarded a research grant by the Beta Sigma Kappa Central World Council. The research project Ms. Jenewein is working on with faculty mentor Bai-chuan Jiang, Ph.D., is "The Effect of Peripheral Vision on Myopia Development."

In other school news, the university has been awarded a \$426,000 Geriatric Education Center award for the current school year, with a possible renewal of \$893,000 over the next two years. This is a multidisciplinary grant that includes the colleges of optometry, osteopathy, pharmacy, dentistry and allied health. One of the goals of the grant is to create an online geriatric course with multiple modules that will be accessible to students across all HPD disciplines as well as students in the college of education working toward a master in gerontology. NOVA will also be putting together a multidisciplinary geriatric continuing education meeting.

Northeastern State University Oklahoma College of Optometry

The Regents for Higher Education in Oklahoma has approved a new name of the College. It is now Northeastern State University Oklahoma College of Optometry (NSU-OCO).

Grand Rapids Lions Club Bestows Prestigious "Visionary of the Year" Award

Mark Swan, O.D., M.Ed., received the Visionary of the Year Award from the Grand Rapids Lions Club at the annual "Blind Dinner Date" held on March 6, 2008, in Grand Rapids, Michigan. This award is given to an individual within the medical profession who has made distinguished contributions during the past 1-3 years in their career and by significant volunteer activity that has led to major progress in the early detection and correction of vision problems in the greater Grand Rapids community.

Dr. Swan serves as the Chief of Pediatrics and Binocular Vision Service at the Michigan College of Optometry, and is the Chief of Optometry at St. Mary's Mercy Medical Center in Grand Rapids. He is also the current President of the Michigan Optometric Association.