

# EYE ON EDUCATION

Spring 2013



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## ASCO NEWS

### ASCO Board Approves Revised Guidelines on NBEO Ethics Policy

As crowds were lining the streets in anticipation of the St. Patrick’s Day Parade in New York City, the Board of Directors of the Association of Schools and Colleges of Optometry (ASCO) convened for its spring meeting. The day-long meeting was hosted by ASCO President Dr. David Heath at the State University of New York, State College of Optometry (SUNY).

In a major policy action, the Board approved revised Faculty and Consultant Guidelines pertaining to the ethics policy instituted last year by the National Board of Examiners in Optometry (NBEO). In short, these guidelines will help ensure that optometric faculty can continue to provide high-quality education to future optometrists, and prepare them to take licensing examinations, without violating the NBEO’s policy. The Board had previously approved a set of guidelines, which were developed by a special ASCO task force to help clarify the NBEO policy for faculty, at its meeting in October 2012. In subsequent months, ASCO solicited additional comments and recommendations and updated the guidelines, which the Board approved at its meeting this March.

Also at the March meeting, presentations were given to the Board members on several topics, including ways to increase the visibility of the ASCO journal, *Optometric Education*, preliminary findings from the American Optometric Association/ASCO Workforce Study, and the results of the first residency matching cycle for ORMatch. (See “ASCO Residency Match Completes First Cycle.”) In addition, representatives from International Vision Expo provided an overview of their student-related initiatives and potential collaborations with the schools and colleges of optometry. Representatives from Heine explained the company’s history and philosophies and how they may be of benefit to ASCO.

The Board of Directors meets three times per year. Members will meet next in San Diego in late June.

### ASCO Strengthens Communications

Since Dr. David Heath set “Finding ASCO’s Voice” as a top President’s Priority, the association has intensified its communications efforts and is working on many related fronts with specific goals in mind. Strategic Communications has been officially adopted as a core objec-

tive; a Strategic Communications Task Force has been assembled; and a part-time Communications Director has been hired. (See “ASCO Hires Director of Communications.”)

A sampling of steps taken in early 2013:

- Press releases were sent regarding the success of the new Optometry Residency Match program as well as representation at the National Eye Institute’s “Audacious Goals Challenge” meeting held in February.
- A presentation titled “Effective Strategic Communications in a World of Limited Resources: What CEOs Need to Know,” which included SUNY’s Director of Communications, was given

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to the Board of Directors.

- The [www.opted.org](http://www.opted.org) Web site is being completely redesigned and the new site will go live this spring.
- A database was created to gather sources for future media opportunities.
- Member schools and colleges were contacted about photographs for inclusion in an ASCO photo library.
- ASCO is now on Twitter @OptometryEd.

Also in support of "Finding ASCO's Voice," the creation of a Strategic Communications Plan is under way. The plan will focus on raising the profile of ASCO, the schools and colleges of optometry and optometric educators as well as increasing ASCO's presence across all communications platforms, including social media.

You can reach ASCO's Director of Communications, Kimberly O'Sullivan, at [kosullivan@opted.org](mailto:kosullivan@opted.org).

## ASCO Hires Director of Communications



Kimberly O'Sullivan

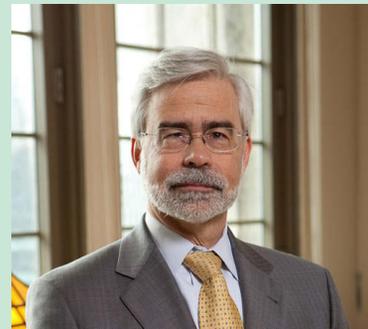
In early January, Kimberly O'Sullivan joined the ASCO staff as Director, Communications, which was a major step in support of the association's recently adopted core objective of Strategic Communications. (See "ASCO Strengthens Communications.")

Kim joins ASCO after serving in an array of communications positions with such non-profit organizations as the Foundation for the National Institutes of Health, the American Speech-Language-Hearing Association, the Association for Research in Vision and Ophthalmology, and the Cystic Fibrosis Foundation.

# President's Point of View

## Designing Today's Education with Tomorrow in Mind

It's no revelation to say that the way in which health care is managed and delivered in the United States has changed enormously in recent years. And it comes as no surprise that with the implementation of the Affordable Care Act upon us, the entire health-care industry is staring directly into the face of a series of dramatic changes that will require very nimble adaptation both individually and as a profession. For new, or soon-to-be-new, optometrists, this can seem like a daunting and complex environment in which to begin their careers.



Dr. David Heath

As educators of tomorrow's primary eyecare providers, we need to prepare graduates to thrive in a world in which the knowledge and skills required to provide quality care change rapidly. We need to provide a wide range of educational options to give them the tools they need to navigate and thrive in their careers for decades to come. Likewise, in order to prosper, our students and alumni need to recognize that the receipt of the degree represents a significant achievement — at a point in time.

The concept of educational uniformity within a health profession (a much desired goal in the 20th century) is giving way to an accepted set of core competencies, which may be attained through a variety of pathways and are complemented by supplemental educational opportunities. The customization of education is already evidenced by the expanding co-curricular and elective opportunities being offered by our schools and colleges of optometry. Our graduates, too, have a growing desire for advanced learning and experience that will differentiate them in a competitive market. This is reflected in the recent significant growth in the number of applicants for residency slots through ASCO's ORMatch (<http://www.opted.org/i4a/pages/index.cfm?pageid=3622>).

Business education, career development and mentoring, as well as up-to-the-minute information about healthcare reform, board certification and other timely issues, are crucial to the continued success of optometric education. We are in a truly unique moment in the history of health care in this country, and we are obligated to provide not only the best clinical education available at our institutions, but also the skills our students and alumni need to become the leaders who advance the role of optometry as an integrated partner in health care.



According to Executive Director Martin Wall, CAE, "Kim will be developing and implementing internal and external communications strategies to enable ASCO as an organization to provide leadership both within and outside the profession by sharing its expertise and being more deliberative in engaging its various constituencies."

Kim can be contacted at [kosullivan@opted.org](mailto:kosullivan@opted.org).

## Schools Can Apply Now for ASCO PME Awards

Schools and colleges of optometry have until June 1 to apply for a 2013 Practice Management Education (PME) Award. ASCO established the PME Awards to provide funding assistance for implementing activities and programs that supplement the practice management educational experience for optometry students. The awards, up to \$2,000 each, can be used toward initiatives that benefit graduating optometry students, such as seminars, outside speakers and mentoring/guidance programs.

The ASCO Academic Affairs Committee will review each application and consider whether the proposed activity/program:

- enhances student education and promotes the success of the participants as a future practitioners
- has a sound conceptual framework that can be identified as strengthening the institution's commitment to practice management
- shows innovation
- is transferrable and can be of benefit to other institutions.

Applications for a PME Award should be submitted to Carol Brubaker, ASCO Manager of Professional Affairs, at [cbrubaker@opted.org](mailto:cbrubaker@opted.org). For complete criteria and application information, including how award funds can be used, required cover letter and budgeting elements, and instructions for submitting a post-activity report, visit <http://www.opted.org/i4a/pages/index.cfm?pageid=3623>.

## ASCO Residency Match Completes First Cycle

ORMatch, the new Optometry Residency Match established by ASCO, completed its first successful cycle in March. Of the 595 applicants who registered, 526 participated in the match, and 63% were matched with a position. A total of 2,365 applications were submitted (an average of 4.2 per applicant) for the 383 positions offered, and 86% of the positions were filled. The average number of rankings submitted per applicant was 2.8.

ORMatch is administered by National Matching Services Inc. and overseen by an ASCO committee with representation from the Department of Veterans Affairs. ASCO also provides management support for the program. More information about the 2013 match can be found at <http://www.natmatch.com/ormatch/stats/2013stats.html>. Questions about the program can be directed to Paige Pence, ASCO Director of Student and Residency Affairs, at [ppence@opted.org](mailto:ppence@opted.org).

## Dr. Haine to Address Institute Attendees

Dr. Charles Haine will be honored and deliver the keynote address at ASCO's 2013 Summer Institute for Faculty Development (SIFD) on July 14. Dr. Haine served twice as co-chair of the SIFD task force, providing exceptional leadership and outstanding contributions to the program, including the addition of key speakers and mentors. He also served as a faculty member and administrator at multiple optometric academic institutions and administered ORMS, the predecessor to ASCO's ORMatch residency matching service, for more than 30 years. Currently, Dr. Haine is the Director of Connected Care with EMRlogic Systems, a provider of software solutions to the eyecare industry.

The goal of the SIFD program, first held in 2006, is to provide participants with an opportunity to gain the necessary knowledge and skills to enhance their success in an optometric academic environment as lifelong productive faculty, thus con-

tributing to increased retention of faculty in the schools and colleges of optometry. For additional information, contact ASCO Program Manager LaShawn Sidbury at [lsidbury@opted.org](mailto:lsidbury@opted.org).

## ASCO Compiles Latest Annual Survey Data

ASCO recently completed its annual Faculty Survey, Research Funding and Student Data reports. According to the Faculty Survey Report for Academic Year 2012-2013, the total number of 1.0 FTE faculty at the 21 member institutions increased 5.4% compared with the previous year, from 647 to 682. In addition, 49.6% of 1.0 FTE faculty members are male and 50.4% are female. The number of male 1.0 FTE faculty members increased 2.7%, and the number of 1.0 FTE female faculty members increased 8.2%. The report was made available to the deans and presidents of ASCO's member schools and colleges in February. More of the new information, including ethnicity by academic rank and gender, degrees earned by academic rank and gender, recruitment sources, and percentage of full-time salary contributed for a standard employee benefits package, can be found at <http://www.opted.org/i4a/pages/index.cfm?pageid=3487>.

The 2011-2012 Research Funding Report, which was distributed to the ASCO Board of Directors in February, shows that the amount of externally funded research at ASCO member institutions during the report period (Oct. 1, 2011 - Sept. 30, 2012) exceeded \$43.6 million. The National Eye Institute of the National Institutes of Health (NIH) was the single largest funding source, providing more than \$28 million. Other major funding sources (excluding industry) were NASA, the Department of Defense, the National Science Foundation and other institutes of the NIH. The report includes research facilities information, a list of research funding by school, NEI funding by school and top funding sources. A list of the top funding sources can be found at <http://www.opted.org/i4a/pages/index.cfm?pageid=3392>.

The Student Data Report for Academic Year 2012-2013 indicates that the total

number of full-time students enrolled in the 21 professional O.D. programs in the United States and Puerto Rico is 6,555, an increase of 4.2% compared with last year and 18.0% compared with 2007-2008. The number of full-time first-year students increased by 5.1% over last year and by 22.0% over the past five years. Only one school reported more full-time male students than female students. The report also notes that the total number of graduates from the schools and colleges of optometry, both regular and special programs, increased 5.4% from 2011 (1,332) to 2012 (1,404).

Also in 2012-2013, the average tuition for a first-year resident student enrolled in the professional O.D. program is \$18,538 at a public school and \$30,668 at a private

school. The cost for all direct expenses (tuition, fees, books and instruments) for a first-year resident student is \$26,587 for a public school and \$35,913 for a private school. First-year non-residents are paying an average of \$35,211 for tuition and \$43,260 for all direct expenses at a public school, and \$31,639 for tuition and \$36,884 for all direct expenses at a private school.

The full Annual Student Data Report, which includes several more categories of information, was made available to the deans and presidents of member schools and colleges in April and is posted at <http://www.opted.org/files/ASCO%202012-2013%20Student%20Data%20Report.pdf>.

## ASCO Corporate Contributors\*

ASCO appreciates the support it receives from the following companies for its national programs and activities that benefit all the schools and colleges of optometry:

Abbott Medical Optics	Alcon
Allergan	Bausch + Lomb
Carl Zeiss Vision / Carl Zeiss Meditec	Compulink Business Systems
CooperVision	Essilor of America
Haag-Streit	HEINE
The HOYA Free-Form Company	International Vision Expo
Keeler Instruments	LasikPlus / Visium Eye Institute
Luxottica / EyeMed Vision Care	Marco
M&S Technologies	Oculus
Optos North America	Review of Optometry
Safilo Group	TLC Vision
Transitions Optical Inc.	Vision Service Plan
Vistakon, Division of Johnson & Johnson Vision Care Inc.	Volk Optical Inc.
Walmart Stores Inc.	

\*As of April 1, 2013

# Upcoming Meetings

## (ASCO Professional Groups, Committees and Special Interest Groups)

Unless otherwise indicated, the contact for all meetings is ASCO Program Manager LaShawn Sidbury, lsidbury@opted.org or (301) 231-5944 ext. 3012.

JUNE 2013	The June meetings will be held in conjunction with the AOA meeting in San Diego, Calif. Locations to be determined.
June 23	Student Affairs Committee (Contact: Paige Pence, ASCO Director of Student and Residency Affairs, ppence@opted.org, (301) 231-5933 ext. 3019)
June 24	Chief Academic Officers Student Affairs Officers (Contact: Paige Pence, ASCO Director of Student and Residency Affairs, ppence@opted.org, (301) 231-5933 ext. 3019)
June 25	Executive Committee
June 25-26	Annual Meeting
June 26	Annual Leadership Luncheon (Contact: Christine Armstrong, ASCO Director of Corporate Affairs, carmstrong@opted.org, (301) 231-5944 ext. 3018)
June 26	Student Affairs Committee (Contact: ASCO Director of Student and Residency Affairs, Paige Pence, ppence@opted.org, (301) 231-5933 ext. 3019)
June 28	Corporate Contributors Breakfast (Contact: Christine Armstrong, ASCO Director of Corporate Affairs, carmstrong@opted.org, (301) 231-5944 ext. 3018)
JULY 2013	
July 11-13	Low Vision Educators SIG (Michigan College of Optometry, Big Rapids, Mich.)
July 13-14	Future Faculty Program (Eric P. Newman Education Center, Saint Louis, Mo.)
July 14-17	Summer Institute for Faculty Development (Eric P. Newman Education Center, Saint Louis, Mo.)
July 25-27	Ophthalmic Optics Educators SIG (Courtyard by Marriott Emeryville & University of California at Berkeley, Berkeley, Calif.)
SEPTEMBER 2013	The September meetings will be held at the St. Louis Marriott Union Station Hotel in St. Louis, Mo.
September 26	Externship Directors SIG (Contact: Dr. Lester Caplan, ASCO Senior Consultant, lcacc@comcast.net, (410) 484-6373)
September 26-28	Clinic Directors/Administrators SIG (Contact: Dr. Lester Caplan, ASCO Senior Consultant, lcacc@comcast.net, (410) 484-6373)
OCTOBER 2013	The October meetings will be held in conjunction with the AAO meeting in Seattle, Wash. Dates are tentative; locations to be determined.
October 21	Executive Committee
October 22	Board of Directors Clinical Optometric Methods and Procedures Instructors SIG
October 23	Educational Technology SIG
October 23-25	Vision Science Librarians SIG
October 24	Binocular Vision and Perception Educators SIG Cultural Competency Curriculum Guidelines Subcommittee and Workshop Planning Group (Contact: Carol Brubaker, ASCO Manager of Professional Affairs, cbrubaker@opted.org) Development Directors SIG (Contact: Christine Armstrong, ASCO Director of Corporate Affairs, carmstrong@opted.org, (301) 231-5944 ext. 3018) Joint ASCO/AOA Executive Committee Meeting Low Vision Educators SIG Neuro-Rehab Educators SIG Partnership Foundation (Contact: Christine Armstrong, ASCO Director of Corporate Affairs, carmstrong@opted.org, (301) 231-5944 ext. 3018) Public Health Educators SIG Residency Educators SIG
October 25	Chief Academic Officers Continuing Education Directors SIG Ethics Educators SIG International Optometric Educators SIG Summer Institute for Faculty Development Alumni Event SIG Chair Meeting/Orientation

\* *Special Interest Groups (SIGs) were created within ASCO as a primary means of implementing the ASCO mission of fulfilling the leadership role in the optometric education enterprise. The purpose of SIGs is to 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 issues related to their areas of interest. Participation is open to individuals designated by the deans and presidents of active ASCO member institutions. See the ASCO Web site, [www.opted.org](http://www.opted.org), for more information.*

## SCCO Transitions to University Structure



### Marshall B. Ketchum University

*The Administration Building on the campus of the newly named Marshall B. Ketchum University.*

In conjunction with its progressing plans to expand educational offerings, the Southern California College of Optometry (SCCO) has transitioned to a university structure and officially established Marshall B. Ketchum University. An outgrowth of 109-year-old SCCO, the university will provide diverse healthcare training opportunities in an environment focused on inter-professional education, beginning with its new School of Physician Assistant Studies, which is scheduled to open next year.

Marshall B. Ketchum University is named after SCCO's founder, a pharmacist, physician and passionate advocate for optometry. According to Founding President Dr. Kevin L. Alexander, "Our new university name reflects Dr. Ketchum's great legacy and expands our position to respond to the nation's healthcare needs."

**Also:** SCCO at Marshall B. Ketchum University appointed Dr. Stan Woo as its Dean. He will begin his new duties in July 2013. Dr. Woo has been the Chief of the Vision Rehabilitation Service, Founding Director of the University Eye Institute Center for Sight Enhancement, and Director of the Residency in Low Vision Rehabilitation at the University of Houston College of Optometry.

## New Name Reflects Growth of MCPHS Over 190 Years

In recognition of the growth of the Massachusetts College of Pharmacy and Health Sciences (MCPHS) from a single-purpose college to a multidisciplinary university of health professions, its Board of Trustees approved a new logo, and the institution will now be known as MCPHS University.



# MCPHS

UNIVERSITY

*The new MCPHS University logo.*

In 1823, the Massachusetts College of Pharmacy was founded as Boston's first institution of higher education. Today, more than 6,000 students are enrolled at MCPHS University in 32 doctoral, professional and graduate programs, including the School of Optometry, and 37 undergraduate programs. The University has campuses in Boston and Worcester, Mass., and Manchester, N.H. Programs are also available through MCPHS Online.

## TOA Honors UHCO Faculty

At its 113th annual convention, the Texas Optometric Association (TOA) honored three University of Houston College of Optometry (UHCO) faculty members.

- Assistant Clinical Professor Dr. Kevin Gee assumed the TOA presidency. He is Director of the University Eye Institute's Sports Vision Performance Center as well as a nationally known lecturer in sports vision. He had served in numerous TOA positions before becoming its President. Dr. Gee also has a successful private practice in Missouri City, Texas, and serves as the vision consultant for the Houston Astros.
- Clinical Associate Professor Dr. Nancy George received the William D. Pittman Leadership Award, which is named for a longtime advocacy leader in the TOA. Dr. George is the director of UHCO's La Nueva Casa de Amigos Eye Clinic. This neighborhood-based satellite clinic provides eye and vision care at reduced cost to thousands in the Houston community. She has been involved in Houston and statewide politics for many years.
- Clinical Associate Professor Dr. Pat Segú was named 2013 Educator of the Year for her diligence and commitment to both the profession and her students. She is the Director of the Good Neighbor Eye Clinic, an outreach program that also serves as a training venue for fourth-year optometry students. In addition, Dr. Segú is a fellow of the American Academy of Optometry, serves on the advisory board of the Eye Care for Kids Foundation and is a member of Prevent Blindness Texas' Houston branch.



*Dr. Kevin Gee*



*Dr. Nancy George*



*Dr. Pat Segú*

Drs. Gee, George and Segú are all graduates of UHCO.

## First Optometrist Named to Illinois Health Board

Dr. Valarie Conrad, Vice President of Compliance and Community-Based Services at the Illinois College of Optometry, has been appointed to the Illinois State Board of Health. She is the first optometrist ever appointed by the governor to serve on the board. The board advises the director of the Illinois Department of Public Health on matters such as needs assessment, statewide health objectives, policy development and assurance of access to necessary services.



*Dr. Valarie Conrad*

## AZCOPT Appoints Asst. Dean



*Dr. Joshua Baker*

Dr. Joshua Baker is the new Assistant Dean of the Midwestern University Arizona College of Optometry (AZCOPT). He will be assisting the leadership of the college with administrative, academic and clinical needs. He will also serve as a Clinical Assistant Professor, providing patient care and supervising students at the Midwestern University Eye Institute. Dr. Baker, originally from Blossvale, N.Y., previously served as Chief of the Optometry Service at the U.S. Army Health Clinic in Stuttgart, Germany. An Army Major, he was deployed in Iraq in 2007-2008 and received the Bronze Star.

**Also:** AZCOPT will graduate its inaugural class this year at commencement ceremonies on May 29.

## Dr. Hoppe Recognized with Achievement Award



*Dr. Elizabeth Hoppe*

Western University of Health Sciences College of Optometry (WUCO) Founding Dean Dr. Elizabeth Hoppe has been named a recipient of one of nine Women of Achievement Awards bestowed by the YWCA San Gabriel Valley. This year, the organization is recognizing "Women of Achievement in the Field of Education: Honoring Passion, Dedication, and Achievement" during its awards event in May.

Dr. Hoppe was the first woman chosen to be the Editor of *Optometric Education*, the peer-reviewed journal of the Association of Schools and Colleges of Optometry. She was the first woman in optometry to hold the Doctor of Public Health degree, which to date is held by only a small percentage of women. She joined the university in 2007 to establish WUCO, which will graduate its inaugural class this year. She previously was Associate Dean of Academic Affairs at the New

England College of Optometry, and was a tenured professor at Southern California College of Optometry, where she also was director of the outreach clinical programs, coordinator for the public health curriculum, and clinical preceptor in primary care and low vision.

## SUNY Plans Certificate in Business Management

The State University of New York State College of Optometry (SUNY) signed an agreement with SUNY Empire State College to jointly develop and deliver an advanced graduate certificate program in optometry business management. The 18-credit, six-course certificate will be fully applicable to the MBA program offered through SUNY Empire State College's School for Graduate Studies.

The first-of-its-kind program is being developed in response to optometry students' increasing interest in an advanced business education that will complement their clinical training. Once the certificate program has been developed, it will be submitted to the SUNY Board of Trustees and, if approved, reviewed by the state Department of Education.

**Also:** SUNY officially opened its three-floor, 20,000-square-foot Center for Student Life and Learning. The facility includes a state-of-the-art pre-clinical procedures lab, classroom and study space, a large seminar room, lounges, event and recreation space and a fitness center.

## SCO Campaign Sets Record

Raising more than \$3.3 million toward its "Envision Our Progress" campaign, Southern College of Optometry (SCO) set a record for the most funds ever raised through an SCO initiative. The five-year campaign has a \$4 million goal and is supporting construction of a new academic classroom facility scheduled to be completed on time and on budget in summer 2013. The funds also support the college's scholarship program and efforts to enhance the reach and quality of patient care in the Memphis community.

Support for the college's educational programs and overall mission has come from alumni, foundations in Memphis and the ophthalmic industry, including the Marco Family Foundation, Alcon, and a recent \$250,000 pledge from Essilor of America.

## OSU Opens Kids CL Clinic

The Ohio State University College of Optometry announced the opening of the Kids Contact Lens Clinic, under the direction of Associate Professor Dr. Jeffrey J. Walline. Dr. Walline has conducted research in a range of areas related to young people and contact lens wear, including its effect on self-esteem and slowing the progression of nearsightedness. The goal of the clinic is to provide a comfortable atmosphere for parents and children as they consider contact lens wear.

## Charitable Programs Help Clinic Patients



VSP Vision Care's charitable programs provided nearly \$50,000 in the first quarter of this year to clinics at the schools and colleges of optometry to enable them to provide free eye exams and glasses for low-income patients in their communities.

The Sight for Students program provides free eye care and eyewear to children ages 18 and under who meet family income requirements, have government-issued ID numbers and are not covered by vision insurance. Mobile Eyes gift certificates have the same eligibility requirements but can be used for adults. VSP also offers a limited number of gift certificates to support contact lens patients at the clinics under the Adopt a Patient Program. The lenses are supplied by CooperVision.

Clinic directors can order gift certificates by contacting Dana Beards at [danabe@vsp.com](mailto:danabe@vsp.com). For more information about all of the VSP charitable programs, visit to [www.vspglobal.com/globaloutreach](http://www.vspglobal.com/globaloutreach).

## A Daily Disposable in Silicone Hydrogel



Vistakon Division of Johnson & Johnson Vision Care Inc. announced the initial availability in the United States of 1-Day Acuvue TruEye Brand Contact Lenses. The lenses, made with narafilcon A material, are already being used by more than 1.3 million patients worldwide. They incorporate a unique balance of properties designed to provide comfort comparable to a contact lens-free eye.

Distribution of the new 1-Day Acuvue TruEye Brand Contact Lenses will accelerate throughout the coming months, and they will gradually replace 1-Day Acuvue TruEye lenses made with narafilcon B. For more information, call the company's customer service team at (800) 874-5278.



## Student Programs Off to Strong Start

The Vision Council reported that more than 400 optometry students attended International Vision Expo East in New York City in March. One hundred of them participated in a new, two-part interactive course, which was part of the Council's Optometry Student Program and led by the American Optometric Student Association's Past-President Dr. Ryan Parker. Dr. Parker provided information about the importance of vendor relationships and outlined some of the essential products that students will likely need to purchase for their future practices. In addition, students were divided into groups and given assignments that required them to comparatively shop in the exhibit hall based on a product category and pre-determined scenario.

The Vision Council also launched a Mentor Program at Vision Expo East with 50 practicing optometrists and 100 students participating. Each optometrist was matched with two students to help the students acclimate to the conference and give them an opportunity to get advice from someone who has been in their shoes.

The Vision Council plans to work more directly with the schools and colleges of optometry to build programs that cater to the needs of each institution's alumni. It also plans to enhance its programs for students for Vision Expo West, which will be held in October. For more information, visit [www.visionexpowest.com](http://www.visionexpowest.com).

## Student-Made Videos Win Contest Prizes



Thirteen optometry and opticianry students were named winners in a video contest held by Transitions Optical Inc. The students were asked to submit videos that encouraged patients to see "Life well lit," complementing the company's global communications campaign. Finalists were selected based on the number of likes their video received on the Transitions Student Showcase YouTube page. Winners were then selected by a panel of judges based on creativity and appropriate messaging for the Life well lit campaign. The company said the goal of the contest — this year's was the first — is to encourage students to be inspired to make a difference in the optical industry while enjoying what they do.

Nine grand-prize winners received \$500 and a trip to Tampa, Fla., for a weekend of education and training from industry experts and a tour of the Transitions Optical headquarters: Lydell Cayaditto, Southwestern Indian Polytechnic Institute; Shirleen Charley, Southwestern Indian Polytechnic Institute; Benjamin Cohen, Erie Community College; Sara Donnan, Roane State Community College; Tram Le, Southern California College of Optometry; Vittorio Mena, Salus University; Ryan Nicholas, Western University of Health Sciences; Lanaeda Torralita, Southwestern Indian Polytechnic Institute; and Elizabeth Walsh, Illinois College of Optometry.

Four additional winners received a \$100 cash prize: Kelly Bangs, J. Sargeant Reynolds Community College; Tim Ng, Southern California College of Optometry; Andrew Pearce, Durham Technical Community College; and Ravi Shukla, Illinois College of Optometry.

Details for the 2014 video showcase contest will be announced in the fall.

*(Corporate Contributor News cont'd on page 9)*

## Eye Health Education Coming to Walgreens

### BAUSCH + LOMB

Bausch + Lomb has partnered with Walgreens to implement an online and in-store patient education program to heighten eye health awareness and encourage consumers to take proactive steps to protect and preserve their sight.

The program, called SightSense, includes a special eye health section at Walgreens.com, which provides tools, information and resources to help consumers become informed and proactive in their eye health. In addition, special in-store events will be held in approximately 10 cities this year. They will feature educational forums led by eye health professionals as well as eye screenings for common problems. Informational brochures will be available at Walgreens stores nationwide beginning in July 2013.

## Desk Unit Allows Wireless Light Control



With the Eclipse Desk Unit from Reliance Medical, a division of Haag-Streit, eyecare practitioners can minimize repetitive movements and maximize patient flow by wirelessly controlling room lighting. The Eclipse Desk Unit controls incandescent and fluorescent lights. It includes charging wells for three instruments, and room lights can be programmed to adjust automatically based on which instrument is in use. The unit is compact, and the company said incorporating it into an existing exam room usually can be done without any complicated rewiring.

## New Web Site for Military Members



In partnership with the Armed Forces Optometric Society, CooperVision Inc. launched a new Web site, [www.coopervision.com/armedforces](http://www.coopervision.com/armedforces), which reinforces the company's continued commitment to serving the U.S. military community. By logging onto the site, military members and their families can purchase CooperVision contact lenses affordably, with the guarantee they will be delivered wherever they are located around the world.

For every box of CooperVision Biofinity, Avaira and Proclear 1 day contact lenses purchased through the Web site, CooperVision will donate \$1 to the Wounded Warrior Project.

## New Artificial Tear is Preservative-Free



Allergan expanded its line of OTC products for managing dry eye with the launch of Refresh Optive Advanced Preservative-Free Lubricant Eye Drops. The new drops feature the same formula as Refresh Optive Advanced, without the use of a preservative. The triple-action formula is designed to stabilize the lipid layer to help reduce tear evaporation, hydrate the aqueous layer, and provide a lubricating and protective shield for the mucin layer while further protecting epithelial cells from hypertonic stress.

Refresh Optive Advanced Preservative-Free Lubricant Eye Drops can be used in combination with dry eye prescription therapies and do not require shaking prior to use. For more information, visit [www.refreshbrand.com](http://www.refreshbrand.com).

## New Site Educates about Eye Drop Use



Alcon launched a mobile Web site, DROPS101 Web Tools, to serve as a one-stop, educational resource about its commonly prescribed eye and ear treatments. The mobile site includes patient-centered materials to help healthcare professionals facilitate an in-depth dialogue and educate patients. The resources for patients include prescription savings, dosing instructions and games to help occupy and reward children during or after drop administration, and options for sharing through social media networks. The site can be accessed at [drops101.com](http://drops101.com).

## Tonometer-Pachymeter Gets FDA Clearance



The FDA granted 510(k) approval of the Corvis STL, a non-contact tonometer and optical pachymeter from Oculus Inc. The device uses a novel measurement principle in which the reaction of the cornea to the air pulse is visualized with a high-speed Scheimpflug camera. This is designed to provide a more accurate determination than conventional non-contact tonometers of the exact time of the first appplanation of the cornea. A study at the University of Freiburg showed the precision of IOP measurements obtained with the Corvis STL to be comparable to that of Goldmann applanation tonometry.

For more information, visit [www.oculususa.com](http://www.oculususa.com).

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cont'd on page 10)

## Digital Series Enhances All Exams



Volk Optical offers a Digital Series of diagnostic lenses, which incorporate several improvements to the company's classic 20D/90D and Super Series lenses. The Digital ClearField, Digital Wide Field and Digital High Mag are made with high-grade glass, a double aspheric design and A/R coating, which reduce glare and reflections.

The company said the lenses not only improve digital slit lamp photographic imaging but also provide superior views for all indirect ophthalmoscope and slit lamp exams. For more information, visit [www.volk.com](http://www.volk.com).

## News Hub Spotlights Eye Health, Innovation



Essilor of America launched an online newsroom aimed at providing information about eye health and the eyecare industry to consumers as well as eyecare professionals and members of the media. The newsroom features consumer-friendly articles on topics such as industry innovations and the difference between farsightedness and presbyopia. It showcases third-party news and articles about eye

health and Essilor's own sharable content via videos, blog posts, images and more.

To visit the newsroom, go to [news.essilorusa.com](http://news.essilorusa.com).

# PUBLICATION INFORMATION

## Publication Information

Published by the Association of Schools and Colleges of Optometry  
6110 Executive Blvd., Suite 420  
Rockville, Maryland 20852

(301) 231-5944

(301) 770-1828 (fax)

[www.opted.org](http://www.opted.org)

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