

# EYE ON EDUCATION

Summer 2013

## ASCO NEWS

### Report from the Annual Meeting

*ASCO Installs New Officers, Establishes Partnership Endowment*

The Board of Directors of the Association of Schools and Colleges of Optometry (ASCO) held its annual meeting June 25-26 in San Diego. Highlights from the two-day meeting include:

- Outgoing President Dr. David Heath looked back on his term, noting the progress the organization made, particularly in the areas of external and internal communications and developing a robust, diverse and highly qualified national applicant pool.
- As a result of the dissolution of the Partnership Foundation for Optometric Education, ASCO established the Partnership Endowment, which will provide grants to the schools and colleges of optometry. (See “ASCO Establishes Partnership Endowment” on page 2)
- Presentations were given on alumni communications; the applicant development project; new marketing materials, including ASCO’s redesigned Web site (See “Marketing Optometry with Fresh Concepts” on page 3); and the latest news from corporate contributors EyeMed Vision Care and LasikPlus.
- The Board congratulated Dr. John F. Amos, a former two-term ASCO President, on his induction into the National Optometry Hall of Fame. (See “Drs. Alexander, Amos Honored by ASCO” on page 5) The Board also acknowledged three schools of optometry for graduating their first classes: University of the Incarnate Word Rosenberg



*The 2013-2014 ASCO Board of Directors, top row from left: Dr. Andres Pagan, Dr. Rod Nowakowski, Dr. David S. Loshin, Dr. Elizabeth Hoppe, Dr. Donald Jarnagin, Dr. Larry J. Davis, Dr. Earl L. Smith, III, Dr. Arol R. Augsburg, Dr. Douglas K. Penisten, Dr. Shilpa Register, Dr. Joseph A. Bonanno and Dr. David Damari. Bottom row from left: Dr. Melvin D. Shipp, Dr. Andrew Buzzelli, Dr. Clifford Scott, Dr. Linda Casser, Dr. Jennifer Smythe, Dr. David A. Heath, Dr. Richard Phillips, Dr. Kevin Alexander (stepped down from the board this year) and Marty Wall, CAE, ASCO Executive Director. Dr. Stanley Woo and Dr. Dennis M. Levi are not pictured.*

School of Optometry, Western University of Health Sciences College of Optometry, and Midwestern University Arizona College of Optometry. (For details, see “School and College News”)

Day two of the meeting began with Dr. Heath “passing the gavel” to ASCO’s new President, Dr. Jennifer Smythe, Dean of the Pacific University College of Optometry, and the installation of the Association’s new officers. Dr. Smythe, ASCO’s first female president, has set her President’s Priority to be initiating, enhancing and developing interprofessional education collaborations. The other new officers for the program year that began July 1 are: President-Elect Dr. Linda Casser, Dean, Pennsylvania College of Optometry at Salus University; Secretary-Treasurer Dr. Richard Phillips, President, Southern College of Optometry; At-Large Member Dr.



*Dr. David Heath “passes the gavel” to ASCO’s new President, Dr. Jennifer Smythe.*

*(ASCO News cont’d on page 2)*

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Clifford Scott, President, New England College of Optometry; and Immediate Past-President Dr. David Heath, President, State University of New York, State College of Optometry.

The Board of Directors meets three times per year. Members will meet next in Seattle in late October.

## **ASCO Establishes Partnership Endowment**

Since its establishment in 1996, the Partnership Foundation for Optometric Education served as a genuine “partnership” through which the optometric community could invest in the future of the profession. Despite this unique distinction, the Partnership’s Board of Directors had deliberated over the past year about the future direction of the organization. The combined challenges of the economic climate and the changing needs of the profession had been influencing the level of funding the Partnership was receiving each year. Additionally, the original goals of the Partnership of using funds for capital improvements and modernization are no longer priorities for optometry’s educational institutions.

As a result, the Partnership Foundation for Optometric Education’s Board signed an agreement with ASCO to establish the Partnership Endowment. The original Partnership’s fund balance has been transferred to the new Partnership Endowment with two specific goals. The first goal is to aid the schools and colleges with their current needs. Each year, a percentage of the Endowment’s investment income will be available through grants for programs or projects to advance optometric education. The second goal is to continue to grow the Partnership Endowment to ensure that funding is available for future generations.

Dr. Pete Kehoe, who had been the President of the Partnership Foundation for Optometric Education, noted the positive impact of the change, saying, “The original creators of the Partnership can be proud that their vision to support optometric education will live on for generations to come. The collaboration and spirit of co-

# *President’s Point of View*

## **Success Through Interprofessional Education**

Better care. Better health. Lower cost. This “triple aim,” described as a core of healthcare reform, has long been a principle that doctors of optometry have embodied through practice and research. As we successfully provide a wide range of services, including medical eye care, vision therapy, low vision tools, neuro-rehabilitation and contact lens care, we demonstrate the effectiveness of thoughtful and purposeful communication with other providers, teachers and social groups. As the independent primary healthcare professionals for the eye, it is time for us to take OUR patient-centered approach to the next level and prepare our students alongside those in other professions for an ever-changing healthcare world.



*Dr. Jennifer Smythe*

ASCO, our individual institutions and our affiliate members are already engaging in interprofessional education (IP) activities in which students from more than one profession learn together and teach each other as they provide collaborative care. Over the coming year, a new IP Task Force will examine these educational strategies both within ASCO institutions and other health professions. We also plan to develop a list of consultants to serve as resources for demonstration projects and curriculum development. The ultimate goal is to support our member institutions and the profession as a whole by highlighting innovative IP models.

I look forward to representing ASCO as President over the coming year, and am honored to have the opportunity to hear your ideas and work together as we prepare our future alumni for contemporary interprofessional collaborative practice.

A handwritten signature in black ink that reads "Jennifer Smythe". The signature is fluid and cursive, written in a professional style.

operation between ASCO, AAO and AOA to transition to the Endowment is a testament to the passion that the organizations have for the future of our profession.”

For information about the Partnership Endowment, contact Christine Armstrong, ASCO’s Director of Development, at [carmstrong@opted.org](mailto:carmstrong@opted.org) or (301) 231-5944 ext. 3018.

## Marketing Optometry with Fresh Concepts

Two new marketing tools have been created for ASCO this year: a printed booklet and a redesigned Web site. The new materials were developed as part of an effort to increase the quality, quantity and diversity of the Doctor of Optometry applicant.

The colorful and engaging True Stories booklet conveys to prospective students true stories about how optometrists improve the lives of real people — significantly and immediately — through the gift of sight. The True Stories concept was developed from comprehensive research: an environmental competitive market scan, a historical applicant trend analysis, and an assessment of the marketing materials of the schools and colleges of optometry. Based on this research as well as interviews across the schools, ASCO and the American Optometric Association (AOA), a comprehensive communication survey was conducted to position the profession with the intended target audience.

The True Stories booklet is formatted to have two distinct sections, inspiration and information. The first section showcases inspirational true stories, such as “Today I kept a survivor’s hope from dimming” and “Today I made sure a working man would keep working.” The intent is to emotionally engage readers in these warm, human interest stories while making them aware of the wide-ranging roles and responsibilities of optometrists. The second section of the booklet contains an informational narrative that educates the reader on the rewards and benefits of a career in optometry, outlines the educational requirements of the profession, and provides contact information for all 21 schools and colleges of optometry. The project began in September 2011 in partnership with the AOA.



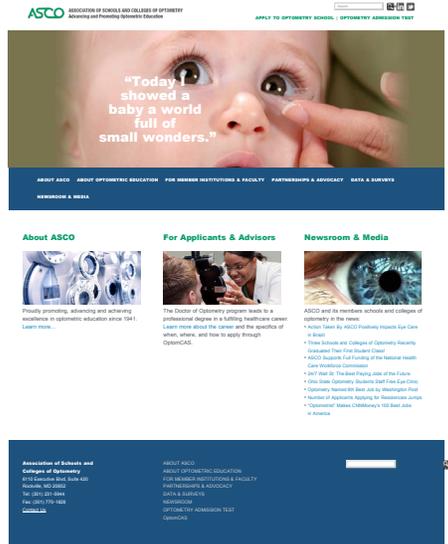
Pages from the True Stories marketing booklet.

For copies of the booklet, contact Paige Pence, ASCO Director of Student and Residency Affairs, at [ppence@opted.org](mailto:ppence@opted.org).

As with the booklet, the redesign of the Web site is in line with the overarching objectives of the association’s long-term marketing goals, which include promoting the Doctor of Optometry program to a broad range of audiences, increasing awareness and understanding of the profession, and ASCO, and increasing the number, quality, and diversity of applicants to the schools and colleges. Primary objectives were to provide all potential users with the information they need in an easy-to-use and efficient platform and to put a contemporary, professional and humanistic healthcare face on the profession. In addition to a more modern, clean and dynamic design, many other objectives are incorporated into the site, such as reflecting diversity and communicating that Doctors of Optometry improve the lives of real people. The new Web site also takes into account that in today’s digital environment an online presence must be easily adaptable for use on not only desktop computers but also laptops, smartphones and tablets.

## What do optometrists do?

Some people will tell you that doctors of optometry diagnose and treat disorders of the eye. We say that’s only part of the story. What optometrists really do—each and every day—is make a real difference in real lives. Optometrists reveal new vistas, return lost joys, empower greater achievement, and preserve unlived lives. **That’s what optometrists do.**



The home page of the redesigned ASCO Web site.

## Updated Newsletter Debuts in December

ASCO is updating its newsletter. The reformatted *Eye on Education* will debut with the Winter issue in December. Eye will no longer be presented in pdf format but will instead be Web-based. The look and feel will complement the redesigned Web site, and navigation will be easier because readers will be able to click links to specific articles.

If you are not already on the newsletter distribution list and would like to be added, send an e-mail to ASCO's Director of Communications, Kimberly M. O'Sullivan, at [kosullivan@opted.org](mailto:kosullivan@opted.org).

## Speaker Addresses Interprofessional Care

As the healthcare system in the United States continues to evolve, it is clear that care will increasingly be delivered via a patient-centered, collaborative, team-based approach. The healthcare team delivery model will encompass many professions, including optometry. How optometry fits into the team and how students will be prepared for interprofessional practice was the topic of Dr. John Tegzes' presentation as he addressed the attendees of ASCO's Annual Leadership Luncheon, which was held in San Diego in June. Dr. Tegzes focused on harnessing the skills and talents optometrists possess and applying them to patient-centered care in an increasingly interprofessional healthcare system. Dr. Tegzes is a board-certified veterinary toxicologist and one of the founding faculty members and Director of the interprofessional education program at Western University of Health Sciences, which spans nine health professions.

## Faculty Development Events a Success Again

ASCO held its fifth Summer Institute for Faculty Development (SIFD) in July with a record number of 48 participants. Dr. David A. Damari, Dean of the Michigan College of Optometry at Ferris State University, and Dr. Shilpa J. Register, Dean of the MCPHS University School of Optometry, served as co-chairs for this year's program. Commenting on the value of the biennial event, Dr. Register said, "As a proud 2006 SIFD participant and current co-chair, I truly believe the SIFD is one of ASCO's most important investments. The SIFD provides grounds for candid discussion, guidance, support and long-term mentorship to our faculty who are the lifeline of the optometric profession. Our mentors continue to provide a wealth of information based on their ex-

periences and knowledge, which is valued by all. I am looking forward to incorporating the participant feedback we collected as we build the 2015 SIFD program."

In conjunction with the SIFD, ASCO held its second Future Faculty Program (FFP), which was co-chaired by Dr. Register and Dr. Jeff Walline, Associate Professor at The Ohio State University College of Optometry. Up to 15 graduate students from the schools and colleges of optometry who have demonstrated a strong interest in pursuing a career in academic optometry are selected to participate in the FFP. Both the SIFD and the FFP are initiatives aimed at addressing ASCO's strategic priority of faculty promotion and development.

ASCO thanks Alcon, Essilor, Vistakon, Luxottica, the National Board of Examiners in Optometry and Allergan for generously sponsoring the SIFD. Representatives from Alcon (Tom Duchardt), Vistakon (Dr. W. Lee Ball and Bill Crews), Luxottica (Tifani DeMaria) and Allergan (Mark Risher) attended the Institute this year. ASCO also thanks Walmart for its funding of the FFP. This year, Walmart Regional Talent Specialist Jennifer Goodman addressed the participants.



*The number of participants in the Summer Institute for Faculty Development grew to 48 for this year's program.*

## OptomCAS Launches 2013-2014 Cycle

OptomCAS, the Optometry Centralized Application Service, launched its fifth application cycle (2013-2014) on July 1. The service enables applicants to schools and colleges of optometry to use a single Web-based application and one set of materials to apply to multiple institutions. All 21 ASCO member schools and colleges are participating in the current cycle.

The previous OptomCAS application cycle, which ended on June 2 of this year, included 2,639 applicants, a 3.6% increase from the cycle that preceded it. A complete statistical report from Cycle 4 will be available in mid-October.

For answers to questions about OptomCAS, visit [www.optomcas.org](http://www.optomcas.org) or contact Paige Pence, ASCO Director of Student and Residency Affairs, at [ppence@opted.org](mailto:ppence@opted.org).

## SAOs Discuss Multiple Topics

The ASCO Student Affairs Officers met in San Diego, Calif., on June 24 to discuss a variety of timely issues, including ASCO activities, OptomCAS and the Optometry Admission Test. For the second consecutive year, a primary topic of discussion was the joint ASCO/American Optometric Association effort to further develop a robust, diverse and highly qualified national applicant pool. Roundtable discussions took place on the criminal background checks offered through OptomCAS, programs for international students

and affiliations with international schools, ways in which the schools and colleges address student debt management, potential ways to improve the usefulness of the Shared Decisions Report (which shows which OptomCAS applicants are holding multiple seats at the schools and colleges during the application cycle), and engaging the health professions advisors to help promote the profession of optometry.

For more information about the Student Affairs Officers meeting, contact Paige Pence, ASCO Director of Student and Residency Affairs, at [ppence@opted.org](mailto:ppence@opted.org).

## 8 Initiatives Receive Diversity Mini-Grants

ASCO awarded eight schools and colleges of optometry with Diversity Mini-Grants in 2013, which is the grant program's ninth year. A Diversity Mini-Grant provides seed funding of up to \$5,000 for developing and implementing a program or project that assists a school or college in its long-term diversity/multicultural efforts. The program or project should be designed to recruit or retain under-represented minority students, financially disadvantaged students and first-generation college students. The grant program is sponsored by The Vision Care Institute, LLC, a Johnson & Johnson company, Luxottica Retail and Alcon, and the ASCO Diversity and Cultural Competency Committee evaluates the applications.

This year's recipients of Diversity Mini-Grants are:

- Indiana University School of Optometry (Eye Do)
- Illinois College of Optometry (Focus on Your Future Summer Program)
- Nova Southeastern University College of Optometry (The Preparatory Optometry Program [POP])
- The Ohio State University College of Optometry (Community Outreach at Schools and the University [C-OSU])
- State University of New York, State College of Optometry (Increasing Diversity by Engaging All [IDEA])
- University of Alabama at Birmingham School of Optometry (Providing Diversity in Optometric Education through Continual Enhancement of

Current Programs that Promote Diversity in Optometry)

- University of California-Berkeley School of Optometry (Berkeley Optometry Opto-Camp)
- University of Houston College of Optometry (Texas Optometry Career Opportunities Program [TEXOCOP])

Detailed information about each program/project, as well as the grant application requirements, can be found at <http://www.opted.org/partnerships-advocacy/diversity/diversity-mini-grants>. Questions can be directed to Carol Brubaker, ASCO's Manager of Professional Affairs, at [cbrubaker@opted.org](mailto:cbrubaker@opted.org).

## Drs. Alexander, Amos Honored by ASCO

During its annual meeting in June, ASCO presented Dr. Kevin Alexander with a resolution recognizing the outstanding leadership he has provided to help shape optometric education and the profession throughout a career spanning four decades. Dr. Alexander has stepped away from his position on the Association's Board of Directors as he begins his tenure as Founding President of Marshall B. Ketchum University.

Dr. Alexander has served in all of ASCO's elected offices, including as President in 2011-2012 during which time he initiated and led the historic and successful first Joint Summit of the ASCO Board of Directors and the Board of Trustees of the American Optometric Association (AOA). He has also held the highest leadership positions in optometric national and state associations and was selected to the National Optometry Hall of Fame in 2012.

The ASCO Board of Directors also honored Dr. John F. Amos with a resolution expressing its appreciation of his exemplary leadership and commitment to optometric education as well as congratulating him for his induction this year into the National Optometry Hall of Fame. During the two terms he served as ASCO President, Dr. Amos was instrumental in the establishment of OptomCAS, the advancement of clinical education funding for optometric education, and the develop-

ment of close alliances with the leadership of the AOA, other national optometric organizations and the ophthalmic industry. Throughout his career, he made significant contributions to promoting graduate education in the schools and colleges of optometry and the growth of residency education. He provided formative and ongoing leadership for the AOA Clinical Practice Guidelines Organizing Committee. Dr. Amos has published more than 100 papers and editorials, presented more than 200 continuing education courses, and written two books and numerous book chapters.



*ASCO honored Dr. Kevin Alexander (center) with a resolution during its annual meeting in June. Pictured with him are Dr. Larry J. Davis (left) and Dr. Linda Casser.*



*Dr. John Amos (center) receives his resolution. He is pictured with Drs. Larry J. Davis and Dr. Linda Casser.*

# MEETINGS

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

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

### SEPTEMBER 2013

*The September meetings will be held at the St. Louis Union Station Hotel in St. Louis, Mo.*

#### September 26

Externship Directors SIG (contact Dr. Lester Caplan, lcacc@comcast.net)

#### September 26-28

Clinic Directors/Administrators SIG (contact Dr. Lester Caplan, lcacc@comcast.net)

### OCTOBER 2013

*The following meetings will be held in conjunction with the American Academy of Optometry annual meeting in Seattle, Wash. Dates are tentative; locations to be determined.*

#### October 21

Executive Committee

#### October 22

Board of Directors  
Clinical Optometric Methods & Procedures Instructors SIG

#### October 23

Educational Technology SIG

#### October 23-25

Vision Science Librarians SIG

#### October 24

Development Directors SIG (contact Christine Armstrong, carmstrong@opted.org, (301) 231-5944 ext. 3018)  
Joint ASCO/AOA Executive Committee  
Low Vision Educators SIG  
Neuro-Rehab Educators SIG  
Public Health Educators SIG  
Residency Educators SIG (contact Paige Pence, ppence@opted.org, (404) 545-6159, or LaShawn Sidbury, lsidbury@opted.org, (301) 231-5944 ext. 3012)

#### October 25

Biomedical Science Educators  
Chief Academic Officers  
Continuing Education Directors SIG  
Ethics Educators SIG  
International Optometric Educators SIG  
SIG Chair Meeting/Orientation

#### October 26

Binocular Vision & Perception Educators SIG

#### Low Vision Educators SIG

**Met:** July 11-13 at Michigan College of Optometry at Ferris State University in Big Rapids, Mich. Meeting host: Dr. Sarah Hinkley.

**Chair:** Dr. Elli Kollbaum

**Topics discussed:** Advanced Competencies with Learning Objectives (led by Dr. Kollbaum and Dr. Sarah Appel); Practice Management Panel (led by Dr. Tracy Matchinski); EHR Walk-Thru with Discussion (led by Dr. Hinkley)

**Actions:** New Chair: Dr. Matchinski, Illinois College of Optometry. New Chair-Elect: Dr. Sharon Lee, Southern College of Optometry. New Steering Committee members: Dr. Julie-Andree Marinier, University of Montreal School of Optometry; and Dr. Kathleen Boland, University of Missouri at St. Louis College of Optometry. A new leadership plan was drawn up and approved by the attendees.

**Sponsors:** Vistakon, Chadwick Optical, Ocutech, Mattingly Low Vision

#### Ophthalmic Optics Educators SIG

**Met:** July 25-27 in Emeryville, Calif., and University of California – Berkeley School of Optometry

**Chair:** Dr. Michelle J. Hoff

**Actions:** Dr. Mark Street is the SIG's new Chair, and Jamie Brady was named Chair-Elect.

**Speakers/Topics:** The group attended lectures and presentations that focused on prescribing visual solutions for active patients, products and lens designs for sports, and safety regulations pertaining to such products.

**Other Highlights:** Mark Matteson-Shupnick, ABOM, BS, of Jobson Medical Information, delivered the Joe Bruneni Memorial Lecture, which was titled "Performance Enhancing Optics: World Class to Weekend Warrior, A Modern Eyeglass." Dr. Mark Bullimore of Ridgevue Publishing spoke about developing educational materials for the iPad. Dr. Hoff facilitated open discussion on teaching techniques following presentations by her and Dr. Anne-Marie Lahr (Hoya Vision Care); Dr. Natalie Hutchings (University of Waterloo School of Optometry); and Dr. Alan McKee (Northeastern State University Oklahoma College of Optometry);

**Sponsor:** Carl Zeiss Vision, Essilor of America, EyeMed, Hoya Vision Care, Transitions Optical

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\* 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.

# SCHOOL AND COLLEGE NEWS

## Three Schools, All Accredited, Graduate Inaugural Classes



Left to right: Dr. Andrew Buzzelli, Dean, RSO; Dr. Elizabeth Hoppe, Founding Dean, WUCO; and Dr. Donald Jarnagin, Dean, AZCOPT.

Two colleges and one school of optometry that began educating students in September 2009 graduated their first classes this spring. In addition, all three institutions — University of the Incarnate Word Rosenberg School of Optometry (RSO), Western University of Health Sciences College of Optometry (WUCO), and Midwestern University Arizona College of Optometry (AZCOPT) — are now fully accredited by the Accreditation Council on Optometric Education. They are all members of ASCO as well.

RSO conferred 58 Doctor of Optometry degrees to its first group of graduates on May 10; WUCO conferred 73 degrees on May 15; and AZCOPT conferred 39 degrees on May 29. ASCO recognized the institutions' milestone accomplishments with a resolution presented during its annual meeting in June.

## Grads Illustrate Success of ICO Diversity Program



Dr. Agen Herring



Dr. Candace Hines



Dr. Laura Martinez

Now entering its sixth year, the Illinois College of Optometry's (ICO) week-long Focus on Your Future program has had remarkable success in attracting under-represented minority community college, undergraduate and post-baccalaureate students to the profession of optometry. Three participants from the inaugural program graduated as part of ICO's Class of 2013: Drs. Agen Herring, Candace Hines and Laura Martinez. From a total of 96 participants, 11 Focus on Your Future alumni have enrolled at ICO, and another is joining the school this fall. Since

its inception, the program has received consecutive Diversity Mini-Grants from ASCO.

**Also:** ICO approved a new five-year strategic plan. Primary areas of focus are interprofessional education, physical plant and student recruitment.

## MCPHS Names Dean

MCPHS University School of Optometry promoted Dr. Shilpa Register to the position of Dean. Dr. Register joined MCPHS in 2012 as Associate Dean for Academic Programs and Associate Professor of Optometry, and she had been serving as Interim Dean of Optometry since January of this year. Prior to her appointment at MCPHS, she served on the faculties of The Ohio State University, Southern College of Optometry and New England College of Optometry.



Dr. Shilpa Register

Nationally, Dr. Register chairs the Residency Committee and the Leadership & Professional Development Committee of the Accreditation Council on Optometric Education and is a member of ASCO's Chief Academic Officers group. She co-chairs the Association's Summer Institute for Faculty Development and Future Faculty Program. Dr. Register has presented and published widely on such topics as interprofessionalism, visual acuity, cultural and cross-cultural awareness and the impact of women on the profession of optometry.

## AZCOPT Appoints Asst. Dean

Dr. Joshua C. Baker has been appointed 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.

Previously Dr. Baker, originally from Blossvale, N.Y., was Chief of Optometry Service at the U.S. Army Health Clinic in Stuttgart. An Army Major, he was deployed to Al Asad, Iraq, from August 2007 to November 2008 and received the Bronze Star. He graduated magna cum laude from the Illinois College of Optometry in 2005.

## NECO Presidential Medals' Special Meaning This Year

At this year's New England College of Optometry (NECO) commencement ceremony, college President Clifford Scott presented three graduating students with Presidential Medals, an award usually reserved for the recognition of lifelong achievement. Drs. Nicholas Jones, Petar Prpic and Jeffrey McAlear received their medals against the backdrop of a standing ovation from faculty, staff, family and friends and fellow graduates.



*From right to left: Dr. Nicholas Jones, Dr. Clifford Scott, Dr. Petar Prpic and Dr. Jeffrey McAlear.*

In January 2012, Dr. Jones hit a tree while snowboarding. He broke his jaw and ribs, perforated his liver, punctured a lung, broke his hip, severely injured his pelvis and had a blow-out facial fracture. The emergency personnel who transported him to the hospital did not expect him to survive. Not only did he survive, but only four weeks later he returned to NECO. Drs. Prpic and MacAlear enabled Dr. Jones to continue his education without taking a leave of absence, which would have meant losing his Air Force scholarship. They attended his classes, took notes and visited him in the hospital and rehabilitation center regularly to keep him up-to-date with his work. As a result, Dr. Jones completed his coursework on time and graduated with his classmates in May.

**Also:** In partnership with IIBD, a provider of executive development programs using leading edge market simulations, and Es-silor of America, NECO developed a method for helping students learn the business management side of optometric practice. The SABRE (Strategic Allocation of Business REsources) Optometry Simulation allows students to practice their business management skills in a realistic, safe environment. Students analyze their practice market environment, develop their marketing strategy and execute that strategy by making decisions in the simulation. The simulation then compresses time and provides almost immediate feedback. The students examine their results and must determine which strategies worked and why. SABRE is being used in the curricula of other schools and colleges of optometry as well.

## **NOVA Professor Inducted into NAP**

Nova Southeastern University College of Optometry Professor Dr. Heidi Wagner has been inducted into the National Academies of Practice (NAP). The mission of NAP is to promote excellence in practice among healthcare professionals and quality health care for all through interprofessional collab-

oration in service delivery, research, education and public policy advocacy. Toward these ends, NAP recognizes and honors the contributions of the nation's leading healthcare practitioners through its constituent academies; supports its members in developing and disseminating practices, models, curricula and policies that enhance interprofessional collaboration in practice settings; and informs policymakers at the national and state levels regarding public health policies.

**Also:** This summer, NOVA welcomed three new faculty members: Associate Professor Dr. Leon Nehmad and Instructors Dr. Surbhi Bansal and Dr. Michael Au.

## **OSU's Dr. Earley Wins AOA Educator of the Year Award**



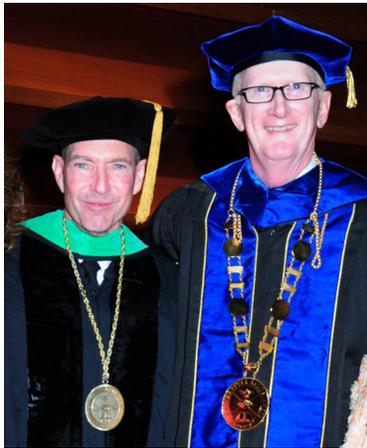
*Dr. Michael Earley, right, accepts the AOA's Educator of the Year award from Immediate Past President Dr. Ronald L. Hopping.*

Dr. Michael Earley, Professor of Clinical Optometry and Assistant Dean for Clinical Services at The Ohio State University College of Optometry, received this year's American Optometric Association Educator of the Year award. Dr. Earley is known as a favorite instructor among optometry students, who devote Facebook pages to his witty quips and quotes. He has received numerous other awards, including The Ohio State University Alumni Award for Distinguished Teaching, and he has been inducted into Ohio State's Academy of Teaching.

## **Salus' Dr. Lewis Passes Presidency to His Successor**

Dr. Thomas L. Lewis, whose efforts to transition the Pennsylvania College of Optometry (PCO) from a single-purpose school to a multi-purpose institution led to the establishment of Salus University in 2008, presided over his last commencement as President in May. He has "passed the baton" to his successor, Dr. Michael H. Mittelman, a PCO graduate who has more than 30 years of experience in the healthcare field in both military and civilian roles.

Prior to assuming the Presidency in 1989, Dr. Lewis, a 1970 graduate of PCO, spent 17 years at the college as a Professor, Dean and Vice President. With his years of experience and deep understanding of the changing times of medicine, Dr. Lewis was the driving force behind numerous advancements and expansions that have guided the organization into the forefront of health-care education. During his tenure as the institution's second-longest serving President, he was the primary motivation behind the university's move from Oak Lane to a new Elkins Park campus. He also oversaw the building of the Hafter Student Community Center and renovation of The Eye Institute, the university's largest clinical teaching facility.



*Dr. Thomas L. Lewis, right, with his successor Dr. Michael H. Mittelman.*

**Also:** Dr. Anthony F. Di Stefano, the university's Vice President of Academic Affairs, will step down on June 30, 2014. He began his PCO academic career as an Assistant Professor of Public Health and Chair of the Public Health department in 1974. After stepping down, Dr. Di Stefano will take a year's sabbatical, during which time he intends to develop world class programs in public health for the university.



*Dr. Anthony F. Di Stefano*

## **UIW Dedicates New Facility**

At a grand opening ceremony in June, the University of the Incarnate Word (UIW) officially dedicated the Bowden Eye Care and Health Center. The center is named for community leader and pioneering educator Artemisia Bowden. The \$8 million, 30,000-square-foot modern public healthcare facility will address the vision care needs of residents on the Eastside of San Antonio and surrounding areas. Patients will be served by eye doctors and interns from UIW's Rosenberg School of Optometry.

The center's focus is providing access to eye care for vulnerable populations, particularly children, the elderly and the uninsured. Patients will be accepted regardless of their ability to pay. The need for the facility is substantial. Only one private optometry office is located on the Eastside, a community of

120,000 residents. In addition, vision-destroying diseases such as diabetes and glaucoma are over-represented in the populations who form the majority of the Eastside and neighboring communities.



*UIW President Dr. Louis J. Agnese, Jr., and Dr. Adena Williams Loston, President, St. Philip's College, unveil a plaque dedicated to community leader Artemisia Bowden.*

## **SCCO Doctors to Provide Care at Community Clinic**

Doctors and optometric interns from the Southern California College of Optometry at Marshall B. Ketchum University will provide eye and vision care to the underserved at the new Buena Park Community Clinic. The clinic was opened by Giving Children Hope, an organization that works to promote family sustainability, economic independence and self-sufficiency so that children can grow in stable environments.

In addition to eye and vision care, the facility offers primary care services, including health promotion and prevention, diagnosis and treatment and health education.

**Also:** SCCO awarded its first Master of Science degree to Dr. Rachelle J. Lin, a member of the Class of 2013 who also received the Doctor of Optometry degree in May.

## **SCO Expansion, Renovation to be Completed this Summer**

Construction is nearing completion on time and on budget for the \$9.4 million academic expansion and renovation project at Southern College of Optometry (SCO). When completed later this summer, SCO's new academic facility will feature new classrooms, teaching labs, research space and a significant addition to the campus footprint. The college has raised more than \$3.5 toward a \$4 million goal in the first two years of a five-year campaign to support funding. The new facility will be formally dedicated in October.

**Also:** Dr. Mike Christensen joined SCO as an Associate Professor and Director of Research, and Dr. Alan Kabat was named Professor.

## British College of Optometry Honors UHCO Professor

Dr. Jan Bergmanson, Professor of Optometry at the University of Houston College of Optometry (UHCO), has received the honor of becoming a Life Fellow of the British College of Optometry, the first U.S. citizen to do so. The honor is in recognition of his outstanding contribution to optometry through significant production of scientific and professional publications and research projects. He will be inducted later this year.

Dr. Bergmanson received his optometric training and PhD at the City University, London. In addition, he obtained a Doctor of Optometry degree from Pennsylvania College of Optometry. He is the Founding Director of the Texas Eye Research and Technology Center at UHCO. He has extensively researched and lectured internationally on subjects of corneal morphological response to contact lens wear, tear and ophthalmic solution effects on the ocular surface, histopathology of ocular tissues damaged by ultraviolet radiation, and the effects of the excimer laser on the cornea.

## AAO President-Elect Speaks to UMSL Students

Dr. Brett Bence, President-Elect of the American Academy of Optometry (AAO), visited the University of Missouri at St. Louis College of Optometry (UMSL) in May to speak to students about the benefits of being both a Student Fellow and a Fellow of the AAO. In his presentation to UMSL Student Fellows and student members and officers of the UMSL Student Chapter of the AAO, Dr. Bence noted that UMSL had one of the largest numbers of students receiving their Student Fellowship in Phoenix last year in a program that was just recently established by the Academy.

### 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	Accutome
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 July 1, 2013*

## INDUSTRY SPOTLIGHT

## International Vision Expo Extends its Global Reach to Students

### International Vision Expo



International Vision Expo East and West, the worldwide conferences and exhibitions for eyecare and eyewear, are trade-only events that draw more than 30,000 eyecare professionals each year. Co-owned by Reed Exhibitions and The Vision Council, International Vision Expo is dedicated to giving back to the entire ophthalmic community. Proceeds from the conferences are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products. In 2012, The Vision Council reached millions of consumers with its messages through marketing materials, social media efforts, public relations outreach and strategic partnerships.

Held in New York City in the spring (Vision Expo East) and Las Vegas in the fall (Vision Expo West), the shows are recognized for highlighting the most eyecare products in one place. Nearly 600 exhibitors, representing more than 5,000 brands, come together for three high-energy days to showcase the latest in frames and accessories, lenses, finishing, surfacing and processing technology, low vision and medical and diagnostic products and equipment from around the world.

In addition to featuring advances in technology and the largest collection of international eyewear and accessories from the world's leading manufacturers, International Vision Expo East and West also educate more optometrists and opticians than any other conference. Combined, they feature more than 675 hours of Continuing Education each year, for every role and experience level, focused on core competencies — diagnosis, treatment and management of disease, clinical application of products, and healthy business solutions.

Five years ago, International Vision Expo expanded its efforts and developed an optometry student program to provide the next generation of eyecare professionals with access to technologies, products and education to help them succeed in the future. With the help of feedback from students, schools and industry partners, the program has grown to welcome more than 700 optometry students each year. Students have access to travel grants and transportation assistance, free exhibit hall registration, complimentary education, free lunches and multiple networking opportunities both with fellow students and with practicing ODs.

International Vision Expo is excited to be working closer with the schools to meet needs outside of its conferences and to expand into programs that will support young ODs and alumni. For more information about International Vision Expo, including its student program and Young Professionals Club, visit [www.visionexpowest.com](http://www.visionexpowest.com). Questions can be directed to Kristen Reynolds at [KReynolds@thevisioncouncil.org](mailto:KReynolds@thevisioncouncil.org).

*\*Information for this Industry Spotlight was supplied by International Vision Expo and not independently verified by Eye on Education.*

## Company Pursues Two Acquisitions



Abbott announced that it entered into an agreement to purchase OptiMedica Corporation, a privately held, Silicon Valley-based ophthalmic device company. OptiMedica developed the Catalys Precision Laser System, which is designed to allow surgeons to replace some of the technically demanding manual steps in cataract surgery with a precise, computer-guided, femtosecond laser technology. The acquisition would enable Abbott to expand its vision care business into the femtosecond laser-assisted cataract surgery market.

Abbott also announced that it acquired Brazilian surgical distributor Vistatek, which the company said will allow it to be closer to the patients it serves and to grow its customer base in the Brazilian market by providing a broad portfolio of vision care treatment options. The transaction coincides with Abbott's 75th anniversary of conducting business in Brazil.

## Eye Saw Good Campaign Begins



Alcon launched the Eye Saw Good campaign, a charitable initiative that highlights the important role that good eye health and clear vision play in allowing people to see the world around them and live life to the fullest. Actress and mother Jennie Garth is the spokesperson for the campaign, which benefits Kids Vision for Life, a program that provides vision screenings, eye exams and eye glasses to children in underserved communities at no cost to the family. Eye Saw Good coincides with the national rollout of Alcon's THE eyeSOLUTION Program, a complete eyecare retail destination designed to help shoppers find the best care for their eyes in one convenient location.

Garth will inspire people to see good,

share good, and make good happen by taking a picture when they see something good – from an act of kindness to whatever strikes them in the moment – and sharing it on Twitter with hash tag #EyeSawGood or by going to [www.TheEyeSolution.com](http://www.TheEyeSolution.com). For every picture shared, Alcon will donate \$1, up to \$50,000, to fund more than 1,000 eye exams and eye glasses for children in need through Kids Vision for Life.

## \$1 Million Grant Supports InfantSEE



The Allergan Foundation is marking the halfway point of a \$1 million grant disbursed over four years to support InfantSEE, a public health program developed by Optometry Cares - the AOA Foundation to provide free professional eye care for infants nationwide. Through InfantSEE, optometrists provide a one-time, comprehensive eye assessment to infants in their first year of life, offering early detection of potential eye and vision problems at no cost regardless of socioeconomic status. The Allergan Foundation's grant helps to support the recruitment of young optometrists as InfantSEE providers and the operation and administration of the program with schools and colleges of optometry.

The Allergan Foundation supports InfantSEE as part of its commitment to assist organizations that improve patient diagnosis, treatment, care, and quality of life, or to otherwise promote access to quality health care. To learn more about the InfantSEE program, visit [www.infantsee.org](http://www.infantsee.org).

## OneSight Awards 20 Scholarships



The OneSight Research Foundation announced the winners of its 2013 Dr. Stanley Pearle Scholarships. As a part of the organization's ongoing efforts to support optometrists of the future, 20 optometry students recently received \$2,000 to help fund their education beginning this fall.

A four-member selection committee reviewed nearly 100 applications to identify students who illustrated leadership, scholastic performance and commitment to community service.

OneSight is a nonprofit organization dedicated to providing sustainable access to quality vision care, eyewear and sun protection to those in need around the world. Since 1988, it has helped more than 8 million people and granted more than \$7 million to fund optical research and education. Luxottica is the founding global sponsor of OneSight and has been joined by thousands of associate donors and hundreds of local charitable partners across North America. For more information, visit [www.onesight.org](http://www.onesight.org).

## New Site Educates About Photochromics



Transitions Optical launched a new "Tech Talk" tab on the company's Facebook page for professionals. Tech Talk aims to help eyecare professionals increase their understanding of the photochromic lenses they prescribe. The tab features Transitions researchers responding to FAQs about adaptive lens technology, technical papers, and a section that allows visitors to ask a question directly of the experts. According to an industry survey sponsored by the company, almost 79% of eyecare professionals involved in recommending, dispensing or discussing photochromic lenses with patients want to know more about the technical aspects of the lenses.

The new Tech Talk tab includes information about the newest additions to the Transitions family of products, including Transitions XTRActive, Transitions Vantage and Transitions Drivewear lenses. It can be found at [www.Facebook.com/TransitionsOptical](http://www.Facebook.com/TransitionsOptical).

*(Corporate Contributor News cont'd on page 13)*

## A Daily Disposable in Silicone Hydrogel



DIVISION OF  
**Johnson & Johnson** Vision Care, Inc.

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 silicone hydrogel lenses, made with narafilecon 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.

According to Vistakon, 1-Day Acuvue TruEye lenses feature HydraClear1 Technology, which attracts tear film to help maintain the natural ocular environment; high O<sub>2</sub> consumption, allowing 100% corneal oxygen consumption at all points across minus and plus powers; and class-1 UV-blocking, offering patients the highest level of UV protection in a contact lens.

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 narafilecon B.

For more information, call the company's customer service team at (800) 874-5278.

## New Lens Improves View, Saves Time



Volk Optical has developed the G-6 Six-Mirror Glass Gonio Lens as an upgrade to the classic four-mirror design. The G-6 Gonio's six closely aligned mirrors provide a true 360-degree view during examination, with no lens adjustment required. Its six mirrors are equally angled, eliminating gaps for visualization of the entire anterior segment at 1.0X

magnification. Practitioners can quickly scan across mirrors without the confusion of tracking where one view ends and the next begins. The faster scanning can reduce examination time by 25% or more.

The G-6's taller, tapered profile is easier to hold within the orbit. In addition, its no-flange design eliminates the need for a viscous coupling solution. The new lens is available with a ring or a versatile 2-in-1 handle that can be adjusted to create a straight or 45-degree angled grip.

For more information, visit [www.volk.com](http://www.volk.com), e-mail [Volk@Volk.com](mailto:Volk@Volk.com), or call (800) 345-8655.

## Project Foresight Winners Announced



Walmart & Sam's Club Health and Wellness announced the 2012-2013 winners of its optometry scholarship competition, Project Foresight, during a dessert

reception in San Diego in June, which more than 200 people attended. Three awards were presented during the reception. Blake Dornstauder and Rhea Butchey, NOVA Southeastern University College of Optometry, were the first-place winners of Project Foresight and will receive a \$15,000 team scholarship. Ramon Yalldo and Lou Greco, Michigan College of Optometry at Ferris State University, were the second-place winners of Project Foresight and will receive a \$5,000 team scholarship. The team of Abigail Graeff and Marcella Pipitone, The Ohio State University College of Optometry, won Best Project Foresight Poster.

For Project Foresight, a national business plan competition, student teams from ASCO member schools and colleges design an "Optometric Practice of the Future," which promotes the profession of optometry and the values and vision of Walmart & Sam's Club Health and Wellness — to provide quality, affordable and accessible health care for everyone.

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