

# EYE ON EDUCATION

Winter 2011



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COMPANY

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## ASCO NEWS

### ASCO Board Conducts Busy Fall Meeting

At its Oct. 11 meeting in Boston, Mass., the Association of Schools and Colleges of Optometry (ASCO) Board of Directors approved a new "Attributes of Students Graduating from Schools and Colleges of Optometry" report. The report identifies attributes that graduates of Doctor of Optometry degree programs should possess. It updates the initial Attributes Report, which was adopted more than a decade ago. Dr. Jennifer L. Smythe and Dr. Kent M. Daum led the revision effort. (See subsequent news item, "ASCO Updates Attributes Report.") The entire 2011 Attributes Report appears in the fall issue of the journal *Optometric Education* at [http://www.opted.org/files/journal/OE\\_FALL\\_2011.pdf](http://www.opted.org/files/journal/OE_FALL_2011.pdf).

The board discussed several other contemporary issues facing optometric education, including:

- the ongoing ASCO/American Optometric Association (AOA) multiyear initiative to develop a more robust, diverse and highly qualified national applicant pool (See subsequent news item, "Applicant Development Project Moves Ahead.")

- the AOA/ASCO workforce project, which is also underway (See subsequent news item, "First Steps Taken for Workforce Study.")
- research challenges facing optometric education, led by Dr. Rod Nowakowski, University of Alabama at Birmingham School of Optometry, and Dr. Larry Davis, University of Missouri at St. Louis College of Optometry
- successful faculty recruitment and retention strategies, led by Dr. Richard Phillips, Southern College of Optometry (SCO), and Dr. Lewis Reich, SCO
- National Eye Institute research funding.

In addition, Dr. Julie Schornack, Southern California College of Optometry, led a mini-workshop on clinic operations titled "How's the Clinic Doing, Doc?"

The ASCO Board of Directors will meet again on March 10, 2012 in Savannah, Ga. An unprecedented joint board meeting will be held with the AOA the preceding day.

### ASCO Updates Attributes Report

At its meeting in October, the ASCO Board of Directors accepted a new

"Attributes of Students Graduating from Schools and Colleges of Optometry" report. The revised "Attributes Report" is a series of competency statements that broadly define the attributes expected of students graduating from any one of the schools or colleges of optometry in the United States. It updates an initial report jointly developed by the optometric community and accepted by the ASCO Board in June 2000.

The new report provides a nationally accepted statement of common goals for Doctor of Optometry degree programs. As educators discuss curriculum issues related to the next generation of optometrists, and state legislatures debate scope of practice laws, the Attributes Report will serve as

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**ASCO**

ASCO's statement on outcomes-based assessment. According to ASCO President Dr. Kevin Alexander, "The revised report will be an invaluable resource for the optometric profession as a whole and the state associations in that it is a cogent and contemporary presentation of the attributes today's graduates possess upon entering practice."

The revision effort was prompted in part by an increasing need to effectively communicate the goals and nature of optometric education to the public, the healthcare industry and government agencies, as well as changing expectations in the accreditation process. Dr. Kent M. Daum, Professor of Optometry and Vice Dean of the School of Optometry at the Massachusetts College of Pharmacy and Health Sciences, and Dr. Jennifer L. Smythe, Dean of the Pacific University College of Optometry and ASCO's Secretary-Treasurer, co-chaired the 2011 Attributes Report Task Force, which was charged with the revision. "The Attributes Report serves as a valuable tool for developing and revising optometric curricular outcomes and for educating the public on the full scope of optometrists' knowledge base, skills, professional and personal attributes and competencies," Dr. Smythe said. "The new document reflects contemporary optometric practice and includes interprofessional competencies."

Throughout the revision process, the task force sought input from ASCO's Board of Directors, Chief Academic Officers professional group and the Academic Affairs Committee. While the new report reflects current thinking in healthcare education and delivery systems, it does not significantly change the core, format and purpose of the original report. The entire 2011 Attributes Report appears in the fall issue of ASCO's journal, *Optometric Education* at [http://www.opted.org/files/journal/OE\\_FALL\\_2011.pdf](http://www.opted.org/files/journal/OE_FALL_2011.pdf). For more information, contact Carol Brubaker, ASCO Manager of Professional Affairs, at [cbrubaker@opted.org](mailto:cbrubaker@opted.org) or Dr. Smythe at [smythej@pacificu.edu](mailto:smythej@pacificu.edu).

## Applicant Development Project Moves Ahead

Earlier this year, ASCO and the AOA named a Joint Project Team to provide input and guidance for a multiyear applicant development project. The team commissioned Carnegie Communications (Westford, Mass.) to conduct a market research study and subsequently create a marketing plan to further develop a robust, diverse and highly qualified national applicant pool for Doctor of Optometry degree programs. Members of the Joint Project Team are Dr. Douglas Penisten, Chair (ASCO), Dr. Ronald Hopping (AOA), Dr. Michael Bacigalupi (AOA), Dr. Mark Colip (ASCO) and Dr. Jane Ann Munroe (ASCO). ASCO Executive Director Marty Wall, CAE, and AOA Communications and Membership Group Director Stephen Wasserman are advisors to the team. Paige Pence, ASCO Director of Student Affairs, is the staff director managing the project.

The ASCO/AOA project deliverables will include:

- an environmental scan and historical application trend analysis of optometry and key competitive health professions to understand the context of growing applications
- a communication audit of association and school and college marketing materials to understand the current image conveyed
- interviews and focus groups with key stakeholders and a survey of prospective students to understand how they regard their academic programs and professional career paths so that compelling messages and marketing strategies can be created for promoting the value of becoming a Doctor of Optometry
- a research-based strategic marketing and communications plan to help ASCO and AOA launch a national campaign to promote optometry as a profession and substantially increase and diversify the applicant pool by developing programs among various target audiences.

For more information about this project, contact Paige Pence at [ppence@opted.org](mailto:ppence@opted.org).

## Doctors Speak to HHS on Child Vision Benefit

On Nov. 8, Dr. Linda Casser, representing the Pennsylvania College of Optometry at Salus University, and Dr. Clifford Scott, representing the New England College of Optometry, attended U.S. Department of Health and Human Services (HHS) special comment sessions in Philadelphia and Boston, respectively. The sessions were part of the department's effort to collect broad public input on a key provision of the Patient Protection and Affordable Care Act, which President Obama signed into law last year. The provision requires HHS to specify what constitutes the "essential health benefits" that the Act outlines and will require insurers to offer. The Act lists several categories of essential benefits, including pediatric dental and vision care.

Both Drs. Casser and Scott advocated for the pediatric vision care benefit to be based on an annual comprehensive eye exam and follow-up care.

## First Steps Taken for Workforce Study

Along with four representatives from the healthcare consulting firm The Lewin Group (Falls Church, Va.), the project team and an expert panel leading the AAO/ASCO optometry workforce study met on Nov. 18. A presentation by The Lewin Group's Dr. Roderick Hooker, a health workforce analyst, reviewed the study's methodology. The study is expected to be complete in the fall of 2012.

The project team, chaired by Dr. Randolph Brooks (AOA), includes ASCO President Dr. Kevin Alexander, Dr. Mamie Char (AOA), Dr. Elizabeth Hoppe (ASCO), Dr. David Rosenstein (National Commission on Vision and Health) and Lauren Finkelstein (AOA/ASCO staff). The 10-member expert panel includes a range of healthcare experts, including practitioners, educators and state leaders.

## Corporate Contributors Address ASCO Board

During the fall meeting of the ASCO Board of Directors in Boston, Mass., two of the association's corporate contributors had the opportunity to address the board members. Dr. Giovanna Olivares, Director of Professional Education for Vistakon, Division of Johnson & Johnson Vision Care, provided an overview of Vistakon's Professional Development and Medical Affairs Group. She also explained Vistakon's Education and Promotional Grant Process. Representing Alcon, Dr. Kevin Roe and Dave Sattler briefed the board on the Novartis acquisition of Alcon and its impact on interaction with ASCO and the academic institutions.

Corporate contributors are given the opportunity to make presentations to the board as part of ASCO's Corporate Contributor Program. For more information about the program, contact Christine Armstrong, ASCO Director of Corporate Affairs, at carmstrong@opted.org.

## ASCO Program Manager Earns CMP Credential

ASCO Program Manager LaShawn Sidbury has earned the designation of Certified Meeting Professional (CMP). The CMP program, administered by the Convention Industry Council, is a globally recognized mark of excellence in the meeting, convention and exhibition industry. Certification is based on professional experience and a rigorous examination.



The credential increases the proficiency of meeting professionals by identifying a body of knowledge, establishing a level of knowledge and performance necessary for certification, stimulating the advancement of the art and science of meeting management, increasing the value of practitioners to their employers, recognizing and raising industry standards, practices and ethics, and maximizing the value received from the products and services provided by CMPs.

## New Active Member School Joins ASCO

The Massachusetts College of Pharmacy and Health Sciences School of Optometry (MCPHS) has joined ASCO as an active member institution. MCPHS, which has four campuses including one online, offers undergraduate, graduate, postbaccalaureate and certificate programs across the entire healthcare spectrum.

Having received preliminary approval by the Accreditation Council on Optometric Education, MCPHS plans to welcome its first optometry students to its Worcester campus in the summer of 2012. Dr. Lesley Walls has been chosen as the school's founding Dean, and Dr. Kent Daum is serving as Vice Dean.

## Dr. Shipp Begins Term at APHA Helm

Dr. Melvin Shipp, Dean of The Ohio State University College of Optometry and former President of ASCO, has begun his term as president of the American Public Health Association (APHA). The APHA is the oldest and most diverse organization of public health professionals in the world and has been working to improve public health since 1872.

Dr. Shipp has been an active APHA member for more than 25 years. He has advised and served several federal institutions, including the Food and Drug Administration, the Health Resources and Services Administration, the National Eye Institute (NEI) of the National Institutes of Health, and the Centers for Disease Control and Prevention (CDC). He was a member of the NEI Planning Committee for the National Eye Health Education Project, a nationwide program aimed at preventing blindness through public and professional education. In 2006, he co-chaired the development of a CDC-sponsored vision health initiative, Improving the Nation's Vision Health: A Coordinated Public Health Approach.

Dr. Shipp's term as APHA president will run to November 2013.

## Dr. Levi Receives AAO's Prentice Medal

Dr. Dennis Levi, Dean of the University of California at Berkeley School of Optometry and member of the ASCO Board of Directors, is the 2011 recipient of the Charles F. Prentice Medal. Each year, the American Academy of Optometry presents the medal to an outstanding scientist who has contributed significantly to the advancement of knowledge through research in the visual sciences.



Dr. Dennis Levi  
(photo courtesy of UC Berkeley School of Optometry)

The research of Dr. Levi and his colleagues focuses on how humans perceive visual forms and patterns and how form perception is degraded by abnormal visual experience early in life (amblyopia). While amblyopia is known to influence the properties of neurons in cortical area V, the group's work suggests that amblyopia may also result in damage to higher cortical areas.

## Alcon Expands Guest Lecture Program

With the integration of Ciba Vision into Alcon, Alcon has taken over sponsorship of and expanded the scope of the ASCO-affiliated Guest Lecture Program. The Alcon Guest Lecture Program now includes contact lens care and ocular surface conditions in addition to contact lenses as eligible lecture topics. The program provides grants to cover travel expenses and a \$1,000 honorarium for invited guest lecturers, with priority given to faculty with two to six years of teaching experience. Designed to help fulfill the ASCO priority of the sharing of educational resources, the program encourages the sharing of faculty expertise among ASCO member schools and colleges by developing opportunities for newer faculty to visit other schools.

Grants are awarded throughout the fiscal year as funds allow. Schools may receive only one grant per fiscal year. Rules and an application can be downloaded from <http://www.opted.org/i4a/pages/index.cfm?pageid=3466>.

# SIG News

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

## Clinic Directors/Administrators

**Met:** Nov. 3-5, Memphis, Tenn. **Chair:** Dr. James Venable. **Speakers:** Dr. Venable, welcome from Southern College of Optometry (SCO). Bob Bennett, FedEx Vice President of Human Resources, Creating a Culture that Delivers. Dean Swick, SCO Director of Informational Services, Organizational Stress Management Techniques. Dr. Chris Lievens, SCO Chief of Staff, The Use of Technology in Academic Patient Care. Dr. Chuck Kinnard, Jesse Brown VA Medical Center, Working with the Millennial Intern in Optometry. Bob Robello, EyeCorp, Update on Billing and Coding for Clinical Efficiency. Samantha Toth, Interactive Media, Specific Market Strategies to Accomplish Diversity and Quantity in an Academic Clinical Setting. **Sponsors:** Abbott Medical Optics, Alcon, Allergan, Bausch + Lomb, Carl Zeiss Meditec, Carl Zeiss Vision, Compulink Business Systems, EMRlogic, Essilor of America, EyeMed Vision Care, Haag-Streit, Heine, Hoya Vision, Keeler Instruments, Lombart Instrument, Marco, M&S Technologies, Oculus, Odyssey Medical, Optovue, Optos, Transitions, Vision Service Plan, Vistakon and Volk Optical. **Chair-Elect:** Dr. Kimberly Lambreghts. **Contact:** Dr. Lester Caplan, ASCO Senior Consultant, lcacc@comcast.net, (410) 484-6373.



*Southern College of Optometry welcomed the Clinic Directors/Administrators SIG meeting to Memphis, Tenn. Nearly 80 participants assembled for this group photo in front of the Peabody Duck House. (photo courtesy of SCO)*

## Clinical Optometric Methods and Procedures Instructors

**Met:** Oct. 11, Boston, Mass. **Chair:** Dr. Mark Rosenfield. **Topics discussed:** Assessing and grading clinical procedures (Dr. Richard Meetz, case history and entrance tests; Dr. Eunice Lee, objective and subjective refraction and binocular testing; Dr. Joan Portello, slit lamp examination, including tonometry and funduscopy; Dr. Laura Falco, BIO and other ocular health testing, including blood pressure, punctual plugs and injections). **Sponsors:** Keeler and Haag-Streit.

## Development Directors

**Met:** Oct. 13, Boston, Mass. **Chair:** Nancy Broude. **Speakers:** Larry Raff, President of Copley Raff Inc., Warming up to Cold Calls. Dr. Mark Colip and Frances Rozner, Alumni Giving: The Efficacy of Awards and Other Engagements. Mark Risher, Allergan Manager of Eye Care Strategic Initiatives, company's initiatives and relationship with the optometric institutions. **Sponsor:** Allergan. **Contact:** Christine Armstrong, ASCO Director of Corporate Affairs, carmstrong@opted.org, (301) 231-5944 ext. 3018.

## Educational Technology

**Met:** Oct. 12, Boston, Mass. **Chair:** Dr. James Kundart. **Actions:** SIG's Web site moved to <http://www.pacificu.edu/optometry/ce/asco/>. Facebook page will be started for interactive involvement of the SIG members, with approval as necessary. **Topics discussed:** Student evaluations, daily evaluations vs. every patient encounter. Online course evaluations. Advantages and disadvantages of instructor vs. course-based reviews. **Speaker:** Dr. Monique Fuchs, Re-Inventing Higher Education.

## Ethics Educators

**Met:** Oct. 14, Boston, Mass. **Chair:** Dr. Morris Berman. **Speaker:** Dr. Jim Miller, New Opportunities for Optometric Ethics Educators. **Topics discussed:** Appointing an ethics curriculum coordinator at each institution. Having students recite the American Medical Association (AOA) Code of Ethics and the Optometric Oath during the white coat ceremony. A monthly bioethics journal published by the American Medical Association, [www.virtualmentor.com](http://www.virtualmentor.com), as a useful ethics reference.

## **Externship Directors**

**Met:** Nov. 3, Memphis, Tenn. **Chair:** Dr. Brian Caden. **Action:** Dr. Etty Bitton and Dr. Maria Parisi elected Co-Chair Elects, to take office at the completion of the 2012 meeting. **Speakers:** Dr. Alex Harris, A Traditional Fourth-Year Program Perspective. Dr. Maria Parisi, An Expanded Program Perspective. Dr. Brian Caden, Remediation of the Failing Extern and Student Financial Obligations Associated with Externships. Dr. Bob Buckingham, Recent Research on Externship's Impact on NBEO Scores. Dr. John Townsend, report on Veterans Administration externship program. Dr. Kevin Jackson, report on Navy externship opportunities. Dr. Greg Hutcheson, report on the Army externship program. Dr. Etty Bitton, Challenges of Canadian Optometric Externship Programs. **Topics discussed:** Best practices. Round-table discussion on externship issues. **Contact:** Dr. Lester Caplan, ASCO Senior Consultant, lcacc@comcast.net, (410) 484-6373.

## **International Optometric Educators**

**Met:** Oct. 12, Boston, Mass. **Chair:** Dr. Yi Pang. **Actions:** Dr. Michael Heiberger elected as new SIG chair. Dr. Heiberger, Melissa Padilla, Dr. Sandra Block, Dr. Pang and Dr. Bina Patel agree to serve on the planning committee. **Topics discussed:** Identification of six possible goals/projects for consideration. **Speakers:** Dr. Aurora Denial, thanks to SIG for development and delivery of Oct. 12 symposium on international optometric education, which provided an interesting perspective on collaborative efforts worldwide.

## **Low Vision Educators**

**Met:** July 14-16, Chicago, Ill. **Chair:** Dr. Rich Jamara. **Action:** Development of draft of advanced competencies in low vision rehabilitation that have potential for use in residency programs, life-long learning and elective planning within optometric education. **Topic discussed:** Application of low vision assessments in industry. **Speaker:** Michael McGowan, Executive Director of the National Organization of Albinism and Hypopigmentation.

**Met:** Oct. 13, Boston, Mass. **Chair:** Dr. Elli Kollbaum. **Looking ahead:** SIG's addition of learning objectives to the Entry Level Competencies in Visual Impairment and Low Vision Rehabilitation to be added to [www.opted.org](http://www.opted.org) upon approval by ASCO. **Sponsor:** Bausch + Lomb.

## **Neuro-Rehabilitation Educators**

**Met:** Oct. 13, Boston, Mass. **Chair:** Dr. Kevin Houston. **Actions:** Dr. Suzanne Wickum elected SIG Chair. **Topics discussed:** Educational Programs with Minimum Advanced Residency Level Competencies in Neuro-Optometric Rehabilitation Project. Strategic action plan. **Funding:** Looking ahead: SIG in need of Chair-Elect candidates.

## **Residency Educators**

**Met:** Oct. 14, Boston, Mass. **Chairs:** Dr. David Loshin and Dr. Doug Hoffman. **Speakers:** ASCO President-Elect Dr. David Heath, the importance of residencies to the profession and acknowledgement of the residency educators for their efforts. Dr. David Cockrell, American Board of Optometry, update on first Board Certification exam given last June (498 optometrists took the exam; the pass rate was 92%). Dr. Chuck Haine, Optometric Residency Matching Service, report on candidate information, applicant distribution, residency programs, candidates by institution (484 applicants in 2011). Dr. Karen Fern, representing Dr. Larry Davis, update on ASCO Residency Affairs Committee. Dr. John Townsend, U.S. Department of Veteran Affairs, report on VA healthcare system (currently 692 optometrists in the VA; 62% are residency-trained and 61% have faculty appointments), VA research and clinical fellowships, development of new tele-screening programs, increase in community-based outpatient clinics. Dr. Bart Campbell, Accreditation Council on Optometric Education, ACOE update (currently 340 residency slots at 164 programs, a 22% increase in the past five years), data on implementation of the residency accreditation standards that took effect in July 2009. **Topic discussed:** Tools for teaching today's residents, a case-based interactive discussion (Dr. Hoffman, Dr. Greg Fecho, Dr. Lori Vollmer). **Sponsor:** Alcon. **Contact:** Carol Brubaker, ASCO Manager of Professional Affairs, [cbrubaker@opted.org](mailto:cbrubaker@opted.org).

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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.

**Future 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.

MARCH 2012	The March meetings will be held in Savannah, Ga.
March 8	Executive Committee (evening)
March 9	Joint ASCO/American Optometric Association (AOA) Board of Directors
March 10	Board of Directors
JUNE 2012	Unless otherwise noted, the June meetings will be held in conjunction with the AOA annual meeting in Chicago, Ill.
June 20-24	Student Affairs Committee (Baltimore, Md.) (contact ASCO Director of Student Affairs Paige Pence, ppence@opted.org, (301) 231-5933 ext. 3019) Student Affairs Officers (Baltimore, Md.) (contact ASCO Director of Student Affairs Paige Pence, ppence@opted.org, (301) 231-5933 ext. 3019)
June 25	Chief Academic Officers
June 26	Executive Committee
June 26-27	Annual Meeting
June 27	Annual Leadership Luncheon (contact Christine Armstrong, ASCO Director of Corporate Affairs, carmstrong@opted.org, (301) 231-5944 ext. 3018)
June 29	Corporate Contributors Advisory Board Breakfast (contact Christine Armstrong, ASCO Director of Corporate Affairs, carmstrong@opted.org, (301) 231-5944 ext. 3018)
JULY 2012	Dates are tentative; locations to be announced.
July 12-14	Low Vision Educators SIG
July 19-21	Ophthalmic Optics Educators SIG
OCTOBER 2012	October meetings will be held in conjunction with the American Academy of Optometry annual meeting in Phoenix, Ariz.; dates are tentative.
October 22	Executive Committee
October 23	Board of Directors Clinical Optometric Methods and Procedures Instructors SIG
October 24	International Optometric Educators SIG Educational Technology SIG
October 24-26	Vision Science Librarians SIG
October 25	Binocular Vision and Perception Educators SIG Development Directors SIG (contact Christine Armstrong, ASCO Director of Corporate Affairs, carmstrong@opted.org, (301) 231-5944 ext. 3018) Joint ASCO/AOA Executive Committee Low Vision Educators SIG Neuro-Rehabilitation Educators SIG Partnership Foundation for Optometric Education (contact Christine Armstrong, ASCO Director of Corporate Affairs, carmstrong@opted.org, (301) 231-5944 ext. 3018)
October 26	Chief Academic Officers Continuing Education Directors SIG Ethics Educators SIG Residency Educators SIG (contact Carol Brubaker, ASCO Manager of Professional Affairs, cbrubaker@opted.org) SIG Meeting/Orientation

# SCHOOL AND COLLEGE NEWS

## ICO Opens New Clinic in Chicago

As part of its ongoing commitment to providing eye and vision care to underserved populations, the Illinois Eye Institute (IEI), the clinical division of the Illinois College of Optometry, recently established a new clinic in the city of Chicago. The new facility is part of the Access Community Health Network (ACCESS), which provides preventive, primary and specialty care services throughout the city and suburbs.

At the new facility, known as ACCESS at the Illinois Eye Institute, patients can receive on-site eyecare services and be referred to IEI for more advanced care.

## New Director Chosen in Montreal



*Dr. Christian Casanova*

Dr. Christian Casanova is the new Director of the University of Montreal School of Optometry, succeeding Dr. Jacques Gresset. Dr. Casanova is a Professor at the School of Optometry and an Associate Professor in the Faculty of Medicine at the University of Sherbrooke. Since 2004, he has headed the Research Group in Vision Science at the University of Montreal and served as Associate Director for Research and Graduate Studies at the School of Optometry. Dr. Casanova's term in office is four years.

## OSU Dean Receives Morris Award

The Ohio Optometric Association presented Dr. Melvin Shipp, Dean of The Ohio State University College of Optometry, with the 2011 Warren G. and Ruth P. Morris Optometrist of the Year award. The late Drs. Warren and Ruth Morris practiced optometry for 50 years in South Toledo and Woodville, Ohio. Ruth was the first woman in Toledo to own her own optometry practice.

Dr. Shipp recently began his term as president of the American Public Health Association. He is also a former president of the Association of Schools and Colleges of Optometry (ASCO).

## Salus President Stepping Down

Effective June 30, 2012, Dr. Thomas L. Lewis will leave his position as the first President of Salus University and the second-longest serving President of Pennsylvania College of Optometry (PCO). Among numerous accomplishments during his tenure, Dr. Lewis led the transition of PCO from a single to a multipurposed institution with the addition of a variety of degree programs that built on PCO's legacy of educating healthcare professionals. Today, Salus University consists of four distinct colleges that offer 10 accredited degree programs in optometry, public health, audiology, physician assistant studies and blindness and low vision rehabilitation and education.

In a message posted on the university's Web site, Dr. Lewis wrote, "I will have been associated with PCO/Salus for a total of 45 years, first as a student, then as a faculty member, a senior officer and finally, president. The time has come to turn over the reins of the University to someone with a new vision, new ideas and new energies." He also wrote, "I will miss the opportunity to continue to serve Salus in the role as the administrative leader of the organization, but I look forward to the possibility of returning to my role as a teacher in the future."



*Dr. Thomas L. Lewis*

Dr. Lewis is past president of ASCO, the American Academy of Optometry, the Partnership Foundation for Optometric Education, the National Board of Examiners in Optometry and the PCO faculty organization.

## Dr. Buzzelli to Be RSO Dean

Having served as Acting Dean since earlier this year, Dr. Andrew Buzzelli will assume the post of Dean of the University of the Incarnate Word Rosenberg School of Optometry (RSO) in January 2012. Prior to joining RSO as Assistant Dean for Academic Affairs, Dr. Buzzelli worked in private practice and was Chief of Optometry for the 105th Military Airlift Wing and Assistant to the Air Force Surgeon General. He served on the Board of Trustees at Salus University and was an Associate Professor of Optometry at PCO and a member of the Board of Directors of the New Jersey Academy of Optometry. He is one of 40 optometrists in the world to have been awarded Diplomate status in Binocular Vision and Visual Perception by the American Academy of Optometry.

## SCCO to Offer PA Program

As early as fall 2014, the Southern California College of Optometry (SCCO) will begin a Physician Assistant (PA) program, offering a two-year Master of Science degree. The program will be the first of its kind in Orange County.

"Offering a Physician Assistant program is a great fit for SCCO thanks to our 107 years of experience in healthcare education," SCCO President Dr. Kevin L. Alexander said. "The SCCO Family is excited to take on this new challenge that will help to fill the increasing need for well-educated physician assistants."

## SCO Adds Advanced Procedure Suite

The Southern College of Optometry recently finished transforming two underutilized conference rooms into a new Advanced Procedure Theater and Digital Observatory. Designed for patient care and clinical education, the 500-square-foot suite offers interns exposure to a state-of-the-art ophthalmic procedures environment.

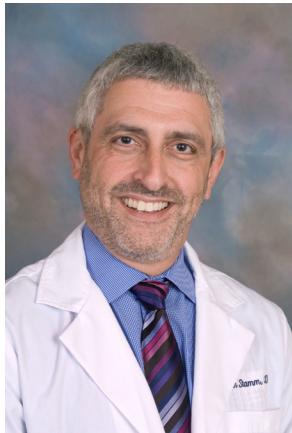


A view of SCO's new Advanced Procedure Theater and Digital Observatory.

The procedure room houses a surgical bed and microscope, ophthalmic lasers and radio frequency technology for in-office procedures. The theater area allows up to 10 interns to observe procedures live from behind one-way glass with enhanced digital viewing on monitors displaying the physician's, patient's and technician's fields of view. An additional observatory space permits more interns to view the digitized images of procedures and a clinical professor to provide instruction while being able to interact with physicians and technicians.

## SUNY Names Advanced Care Chief

Beginning in December of this year, Dr. Joseph Stamm will be the Chief of Advanced Care/Ocular Disease at the State University of New York State College of Optometry (SUNY). The appointment completes the reorganization of SUNY's clinical services into three distinct areas: adult and pediatric primary eye care, advanced care/ocular disease, and vision rehabilitation. SUNY had been reorganizing its patient care delivery system to better serve its patients and to anticipate healthcare reform.



Dr. Joseph Stamm

After receiving his Doctor of Optometry degree from SUNY, Dr. Stamm spent 19 years in private practice with a specialty in contact lens care in Rochester, N.Y. He then joined the faculty of the University of Rochester Medical Center, where for the past 10 years he staffed the Department of Ophthalmology's refractive surgical center and was actively involved in the education of medical students, ophthalmology residents and corneal fellows.

## UHCO Professor Involved in Space Flight Research

Along with several other researchers, Dr. Anastas F. Pass, an Associate Professor at the University of Houston College of Optometry, is helping NASA to explore the effects long-duration space flight may have on astronauts' vision. In a paper recently published in the journal *Ophthalmology*, the researchers described clinical findings in seven astronauts before and after prolonged periods in space and surveyed approximately 300 additional astronauts about vision changes during missions.

They hypothesized that the ocular changes they observed, including disc edema, nerve fiber layer thickening and decreased near vision, may be caused by cephalad fluid shifts brought about by prolonged microgravity exposure. They further reported that their findings "may represent parts of a spectrum of ocular and cerebral responses to extended microgravity exposure." (Mader TH, Gibson CR, Pass AF, Kramer LA, et al. Optic disc edema, globe flattening, choroidal folds, and hyperopic shifts observed in astronauts after long-duration space flight. *Ophthalmology* 2011;118(10):2058-2069.)

Dr. Pass and others continue to provide live remote guidance and optic nerve examination on crew members of the International Space Station.

### INDUSTRY SPOTLIGHT

### EMRlogic Systems Inc.

#### **Build a Better Practice**

Since 1988, EMRlogic Systems Inc. has been dedicated exclusively to eyecare professionals. Comprised of highly talented staff and focused on innovation to provide clients with excellence in both products and services, we help eyecare doctors provide superior care to their patients.

EMRlogic offers comprehensive and fully-integrated optometry and ophthalmology software solutions, called activEHR. Our EHRs are built for healthcare reform. On the surface and under the hood, they are unique, the profession's first knowledge-base-driven EHRs. They comprise a true medical record for eye care. ActivEHR is poised to be the industry's leading functional repository of eyecare best practices.

At EMRlogic, we are committed also to helping eyecare professionals navigate the turbulent waters of healthcare reform. Our white papers and articles articulate our intent to lead the eyecare industry both informationally and technologically with respect to the Physician Quality Reporting System, pay-for-performance and value-driven health care.

For more information, visit [www.EMRlogic.com](http://www.EMRlogic.com), e-mail [info@emrlogic.com](mailto:info@emrlogic.com) or call (866) 367-2899 ext. 651.

**EMR***logic*<sup>TM</sup>  
EMRlogic Systems, Inc.

# INDUSTRY NEWS

## Pointers for Choosing a Three-Mirror Lens



Eye doctors have several options as they consider which three-mirror gonioscopy lens from Volk Optical that they prefer. The lenses are available in two different materials, the G-3 in traditional glass for the best image quality, and the Three-Mirror in acrylic for lighter and easier holding. Three contact options are also available:

- flanged, which requires a coupling fluid and provides superior stability
- no flange, which does not require coupling fluid and reduces time to apply the lens and examine
- exclusive to the acrylic lens is the patented Advanced No Fluid (ANF+), which is a proprietary flanged design that does not require fluid but provides optimal stability.

The Volk three-mirror lenses view the anterior segment, the mid-peripheral retina and the far peripheral retina. Each mirror enables viewing of one quadrant of its region, and the lens is turned to gain a full 360° view. The central portion of the lenses provides a view of the optic disc.

For further information, call (440) 942-6161 or e-mail [volk@volk.com](mailto:volk@volk.com).

## Online Ordering, Education Enhanced



Vistakon, Division of Johnson & Johnson Vision Care Inc., has given its [www.orderacuvue.com](http://www.orderacuvue.com) e-commerce Web site a facelift. New features, such as streamlined navigation, more patient management tools, ease of entry on direct-ship orders and additional payment options, enhance

the Acuvue Brand Contact Lenses ordering experience and provide more tools for eyecare professionals to manage their patient information. For more information, visit [www.orderacuvue.com](http://www.orderacuvue.com) or call (800) 876-4596.

Also, the ODLean Consulting program at The Vision Care Institute, LLC has launched a Facebook page. The page provides commentary, key learnings and industry trends from ODLean experts on the topics of productivity, marketing and patient experience. It features weekly practice management and marketing tips and serves as a forum for optometrists, ophthalmologists and their staff members. For more information, visit [www.facebook.com/odlean](http://www.facebook.com/odlean) or [www.thevisioncareinstitute.com/odlean](http://www.thevisioncareinstitute.com/odlean).

## Transitions

### Course Addresses Multicultural Care

Expanding its breadth of multicultural education and resources, Transitions Optical introduced a new COPE-approved course designed to help eye doctors learn how to reduce patient anxiety and provide culturally sensitive care. The 50-minute seminar, called Creating a Comfortable Eyecare Experience for Your Diverse Patients, provides strategies doctors can implement in their practices, from pre-visit outreach to follow-up, to enhance patient communication and demonstrate their commitment to culturally appropriate vision care.

The course highlights new research from Transitions Optical that explores patient perceptions and expectations of eye care and eyewear. It can be downloaded through the Multicultural Tools section of [Transitions.com/PRO](http://Transitions.com/PRO) or taken for credit at [Transitions.com/Education](http://Transitions.com/Education).

## Company Acquires Polaroid Eyewear



Safilo Group signed an agreement with StyleMark under which Safilo acquires the Polaroid Eyewear business. Polaroid invented the first man-made polarizer for commercial use in 1929, and the first pair of Polaroid sunglasses was sold in 1935. Polaroid has been a pioneer and global leader in polarized lens technology ever since.

In a press release, Safilo Group CEO Roberto Vedovotto stated: "We are extremely happy to announce that a historical yet contemporary brand like Polaroid is becoming part of the new Safilo, bringing along its reputation of leader in the manufacturing of high quality polarizing lenses and the distribution of world class polarized sunglasses around the world. The size of the polarizing eyewear market is rising steadily as more and more consumers realize the benefits and the value of glare-free vision."

## Schools Can Utilize Technology Program



Reflecting its long-term commitment to optometry, Optos has developed a user program specifically for schools and colleges of optometry. The user agreement, which includes ongoing training for students and faculty, allows the company's P200 scanning laser ophthalmoscope and a computer with image review software to be implemented in the clinic. The P200 provides ultra-widefield and central pole retinal imaging, enabling simultaneous views up to 200 degrees, approximately 82% of the retina. After viewing the optomap produced by the P200, students can use binocular indirect ophthalmoscopy to confirm what they see in stereo. Accord-

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ing to Optos, utilizing the technology in this particular way helps students become efficient at detecting and diagnosing retinal pathology.

According to Dr. Kristen Brown, Clinical Assistant Professor at the New England College of Optometry, "Optos' ultra-wide-angle imaging, when combined with traditional techniques, offers practitioners an opportunity to clinically improve their disease detection, which provides better care for patients, and is what we all strive for."

For more information about the new user agreement for schools and colleges, contact Nick Pisani, Director of Implementation, National Accounts, at (800) 854-3039 ext. 1315 or [NPisani@optos.com](mailto:NPisani@optos.com).

## Electronic ETDRS for Accuracy, Efficiency



M&S Technologies has integrated electronic ETDRS testing into its Smart System 20/20 computerized vision testing system. The automated protocol, called eETDRS, can replace back-lit ETDRS cabinets for greater accuracy and reliability. It can be used via wireless remote control in the clinic, is compatible with tablet technology, and can be configured for use under glare conditions.

According to company materials, "Since this is computer algorithm-based, technician error or bias is virtually eliminated allowing the score to be a true and accurate visual acuity and ETDRS score. This provides repeatability and consistency from patient to patient and visit to visit." For more information, call (847) 763-0500.

## Social Media Resource and Personnel Changes **BAUSCH + LOMB**

With the goal of providing information that is useful and educational rather than promotional, Bausch + Lomb has launched a new online resource, Vision Experts, that is available on both Facebook and Twitter. Vision Experts was designed for eyecare professionals interested in sharing visionary ideas and insights on eye health from around the industry. From breaking news and updates to practice management and marketing tools, the information offered can help doctors grow their business and stay informed. The social media content focuses on industry news, association updates, clinical research and new Bausch + Lomb information. Follow Vision Experts on Facebook at [www.facebook.com/VisionExperts](http://www.facebook.com/VisionExperts) and get updates from Vision Experts on Twitter at [www.twitter.com/VisionExperts](http://www.twitter.com/VisionExperts).

In other news, B+L named Sheila Hopkins Global President of the company's Vision Care business, and two senior executives, Peter Valenti III and Steven Robins, have assumed new roles within the organization. Hopkins oversees the company's contact lens and lens care product offerings. Valenti leads North American Vision Care as President, and Robins is Vice President and Chief Marketing Officer, Global Vision Care.

"Sheila Hopkins is a world-class marketer and leader with extensive experience launching and building global brands among consumers and professionals," said CEO Brent L. Saunders. Immediately prior to joining B+L, Hopkins spent 14 years with Colgate-Palmolive Company in a variety of roles, including Vice President of Global Business Development.

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## ASCO Corporate Contributors\*

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

Abbott Medical Optics	Alcon
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Review of Optometry	Safil Group
TLC Vision	Transitions Optical Inc.
Vision Service Plan	Vision Source!
Vistakon, Division of Johnson & Johnson Vision Care Inc.	Volk Optical Inc.
Walmart Stores Inc.	

\*As of November 1, 2011

## Web Site Assists Glaucoma Patients



Within weeks of its launch, more than 2,000 glaucoma patients signed up to use a new online resource created by Alcon. The Openings Patient Support Program is designed to provide a range of support materials to help patients with high intraocular pressure (IOP) address the many hurdles to treatment adherence they face every day.

At [www.OpeningsProgram.com](http://www.OpeningsProgram.com), patients can find:

- patient-friendly educational materials to improve disease awareness
- a savings card to be used toward out-of-pocket prescription expenses
- a variety of reminder materials, including calendars, nightstand cards and postcards
- tools such as an Action Plan, IOP Tracker and refill reminder service.

Eyecare professionals can use a dedicated Web page, [www.openingsprogram.com/orderkits](http://www.openingsprogram.com/orderkits), to reorder support materials.



A photograph of a person's hand holding a small green seedling with two leaves growing out of a mound of brown soil. The background is white.

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the future of optometry?  
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(301) 231-5944  
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[www.opted.org](http://www.opted.org)

Marty Wall, CAE  
Executive Director

Desiree Ifft  
Managing Editor  
[difft@opted.org](mailto:difft@opted.org)

Christine Armstrong  
Advertising  
[carmstrong@opted.org](mailto:carmstrong@opted.org)