Barresi named AOA executive director

The AOA board has appointed prominent health policy expert and educator Barry J. Barresi, O.D., Ph.D., to serve as executive director effective July 1. Dr. Barresi is president of the New England Eye Institute and vice president of clinical affairs at New England College of Optometry. He replaces Michael D. Jones, O.D., who is retiring on June 30, as the AOA’s executive director after 10 years.

A longtime AOA volunteer, Dr. Barresi has served for seven years as the CEO of the nation’s largest urban-based eye care community network staffed and managed in affiliation with a college of optometry. He created and successfully built the first subsidiary corporation structure of an optometry college-owned clinical system.

Kevin L. Alexander, O.D., Ph.D., president of the AOA, said Dr. Barresi’s record of achievement in federal advocacy and clinical optometry as well as his extensive administrative experience will be a tremendous asset to the organization.

“I have known Dr. Barresi for close to 30 years. He is one of the brightest and most talented optometrists I have ever had the pleasure of knowing. He is passionate about the profession, and I am confident of his abilities to lead optometry’s premier association,” Dr. Alexander said.

Dr. Barresi is currently a member of the AOA’s Federal Relations Committee and has been involved with the committee’s work for more than a decade. He also serves as a consultant to the AOA’s Healthy Eyes Healthy People® project and is the founding chair of the newly established National

Lodging options ensure Optometry’s Meeting™ attendees aren’t sleepless in Seattle

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Sheraton Seattle

The Sheraton Seattle, headquarters hotel for Optometry’s Meeting™, is located across from the

See Lodging, page 12

See Director, page 8

Public Market sign hovers over the Pike Place Market, with Elliott Bay, Puget Sound and West Seattle in the background.

Photo: Tim Thompson, Seattle Convention and Visitors Bureau.

President’s Column

The Value of Duty

Eye on Washington

2 ODs seek election to Congress
It takes time fitting just the right lens to each patient.

OPTI-FREE® ReplenSH® is the only multi-purpose solution that demonstrates biocompatibility (minimal corneal staining) across all soft lens types, including silicone hydrogel.¹² Plus our proprietary TearGlyde™ Reconditioning System enhances comfort and keeps lenses moist for 14 hours – up to 6 hours longer than other MPS solutions.³⁵ Why look further?

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**PRESIDENT’S COLUMN**

The Value of Duty

The AOA spends a lot of time trying to communicate the value of membership to each member and non-member in an attempt to maintain, and even increase, membership. This is because without members, there can be no AOA. And without the AOA, well… I’d hate to think where optometry would be without it.

The truth is no organization, no individual, no law, and no action has done more for the profession of optometry than the American Optometric Association. Even since Charles Prentice had to defend his right to charge for an eye exam, the AOA (and its forerunners) has been there to protect and advance the profession.

In the early 20th century, when there were dozens of proprietary optometry schools floundering around, with an equal number of curricula, organized optometry created the accreditation process that led to uniformity of optometry programs across the country.

As licensure for optometry became the law of the land, the AOA was there to assure that we would be licensed independently—not under a medical board.

The expansion of optometry to include the use of drugs happened because AOA state affiliates changed the law—state by state—to allow optometrists to treat disease with pharmaceuticals. The 24/7 monitoring of state and federal legislation, as well as proactive legislative efforts for our profession, cannot be done by anyone other than the AOA.

Membership is critical to the only organization that represents our profession in the statehouses and on Capitol Hill.

Why anyone would consciously choose to not be a member of their state association and the AOA remains a mystery to me; and the truth is, you either get it, or you don’t. If you are waiting for the AOA to be the perfect ship, it is a value. Think about all your association has done for the profession—licensure, scope of practice expansion, third-party reimbursement—including Medicare...the OD degree itself—all are examples of the hard work and passion of those dedicated AOA members who have come before us.

Still, those of us in leadership never give up trying to convert non-members. We have always felt that if, somehow, we could just identify and communicate “the value proposition,” non-members would immediately join. I’ll admit I fell into this trap myself. Years ago, as president of the Ohio Optometric Association, I wrote an editorial extolling the value of membership—“all for $2.95 a day,” which was the cost of membership back then. And membership is a bargain. But after many years as an AOA officer, I think emphasizing value was the wrong approach—it was wrong years ago and it is wrong now. There is no list of compelling values long enough to convince the non-member optometrist to join. I suspect it is because they just don’t understand the larger issue of duty and responsibility to the profession that has given them so much. While AOA membership IS an incredible value, it is not the reason one should be a member.

The reason one should be a member of the AOA and the state affiliate is, quite simply, because it is your duty and obligation to do so.

Optometry has given you a lifestyle that allows you to live in a certain kind of house, drive a certain kind of car, take a vacation, raise your children in a certain way and, in general, provide you a lifestyle not enjoyed by most citizens.

Optometry creates this lifestyle because at every See President, page 14

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**Think about all your association has done for the profession—licensure, scope of practice expansion, third-party reimbursement—including Medicare...the OD degree itself—all are examples of the hard work and passion of those dedicated AOA members who have come before us.**

**Dr. Alexander**

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February 4, 2008
The Contact Lens Consumer Health Protection Act (H.R. 2012) would direct a federal crackdown on the prescription verification abuses of the unscrupulous Internet and mail order contact lens sellers that are improperly filling and even overfilling contact lens orders.

Eye care practitioners should also send an e-mail copy of any complaint filed regarding the FCLCA to the AOA at FTCcomplaint@aoa.org so the association can maintain an accurate record of all complaints filed with the FTC.

The Contact Lens Consumer Health Protection Act (H.R. 2012) would direct a federal crackdown on the prescription verification abuses of the unscrupulous Internet and mail order contact lens sellers that are improperly filling and even overfilling contact lens orders. H.R. 2012 was introduced by Reps. Ross, Edward Whitfield (R-Ky.), Tom Allen (D-Maine), John Boozman, O.D. (R-Ark.) and other leaders in Congress on health and consumer safety issues.

For information on how you can help, including contacting your member of Congress or senators, visit the federal advocacy links at www.aoa.org. Any OD aware of FCLCA prescription verification abuses by Internet contact lens sellers should contact Alicia Kerry Jones, AOA assistant director of Government Relations, at akjones@aoa.org or 800-365-2219.

Apollo, DSA, OD of Year, Young OD nominees sought

The AOA is accepting nominations for its four annual awards: Optometrist of the Year, Young Optometrist of the Year, Distinguished Service Award and Apollo Award. Nominations will be accepted until Monday, March 3. All nominations must be received by this date. Any forms received after March 3 will not be included for consideration. Completed nominations should be sent to:
American Optometric Association
Attn: Communications Group, 243 N. Lindbergh Blvd., First Floor
St. Louis, MO 63141
If you have questions, contact Julie Mahoney at 800-365-2219, ext. 4176 or send an e-mail to jmmahoney@aoa.org.

Need for increased enforcement of FCLCA

Editor: The January issue of AOA News had two stories concerning problems with the marketing of contact lenses (“Study shows online CL buyers less compliant” and “FTC halts unlawful contact lens sales by 2 retailers”).

In addition, Paul Klein, O.D., recently wrote a letter to the editor of the AOA News requesting membership support for Rep. Mike Ross’s (D-Ark.) Contact Lens Consumer Health Protection Act (H.R. 2012), an AOA-backed bill designed to launch a federal crackdown on unscrupulous Internet contact lens sales companies that are placing patients at risk.

We had an experience in our office recently that illustrates the need for increased enforcement of the existing law and for legislation to close the loopholes in the Fairness to Contact Lens Consumer Act (FCLCA).

A patient called our office two days before the formal expiration of her contact lens prescription due to receiving her annual recall letter. She wanted to buy more boxes of contact lenses. When my assistant informed her that she was due for her annual eye exam before she could purchase more contact lenses, she hung up.

A little while later, we received an automated phone call from a major contact lens mail order firm requesting verification of her prescription. I called the mail order firm and spoke to a gentleman who was courteous and professional. He explained that he could not shorten a prescription’s length any more than he could lengthen it.

I said that it would be okay for them to sell her only one pair of contact lenses to get her through to her exam. He explained that they could not break open boxes of contact lenses to sell individual lenses. He said it was the policy of his firm to fulfill expired prescriptions and to deny expired prescriptions.

While I applaud the denial of expired prescriptions, it is absurd for almost expired prescriptions to be filled with as many boxes as the patient wishes to order.

We have got to get the message out that the FCLCA and its regulations are being routinely violated based on how the mail order firms choose to “interpret” the existing law. I hope that each AOA member will contact his or her congressman in support of H.R. 2012.

Jonathan Warner, O.D.
Kenton, Ohio

Editor’s note: According to AOA General Counsel Lance Plankett, J.D., this policy of the company is a violation of the existing law. The Federal Trade Commission (FTC) has stated that the doctor can adjust the quantity of lenses in a verification request under these circumstances and that it is a violation of law to then ignore that adjusted quantity and sell more.

The doctor should report this incident to the FTC. Eye care practitioners should report all violations of the Fairness to Contact Lens Consumers Act (FCLCA) – including instances in which contact lens sellers fail to comply with the prescription verification provisions of the law.

Examples of non-compliance by sellers may include:

- No date and time on faxes
- Multiple requests for same patient after receiving doctor response
- Refusal to accept “Rx has expired” as compliant response
- Selling without prescription
- Ignoring the eight-business-hour response period
- Substituting lenses
- Unintelligible recorded messages or other messages not allowing the practitioner a reasonable opportunity to respond.

Information on violations should be well-documented.

The doctor should report this incident to the FTC. Eye care practitioners should also send an e-mail copy of any complaint filed regarding the FCLCA to the AOA at FTCcomplaint@aoa.org so the association can maintain an accurate record of all complaints filed with the FTC.

The Contact Lens Consumer Health Protection Act (H.R. 2012) would direct a federal crackdown on the prescription verification abuses of the unscrupulous Internet and mail order contact lens sellers that are improperly filling and even overfilling contact lens orders. H.R. 2012 was introduced by Reps. Ross, Edward Whitfield (R-Ky.), Tom Allen (D-Maine), John Boozman, O.D. (R-Ark.) and other leaders in Congress on health and consumer safety issues.

The bill is designed to address complaints forwarded to Capitol Hill and the FTC concerning deficient prescription verification practices of third-party sellers – operating online or through mail order – that can place the visual health of patients at risk.

In response to barriers about their deficient prescription verification practices, the bill would increase the penalties on unscrupulous Internet and mail order sellers that could be imposed by the FTC to $100,000 per violation and require the FTC, with input from the Food and Drug Administration, to provide a report to Congress on seller verification abuses and the harm caused to consumers.

For information on how you can help, including contacting your member of Congress or senators, visit the federal advocacy links at www.aoa.org. Any OD aware of FCLCA prescription verification abuses by Internet contact lens sellers should contact Alicia Kerry Jones, AOA assistant director of Government Relations, at akjones@aoa.org or 800-365-2219.
2 ODs seek election to Congress

Haire running to represent rural Pa.

Northeastern Pennsylvania optometrist Davis C. Haire, O.D., is among a crowded field of at least five candidates seeking the Republican nomination for the U.S. House of Representatives in the Keystone State’s 10th Congressional District.

All are seeking to challenge Rep. Christopher Carney, the incumbent Democrat who is in his first term representing the district.

Dr. Haire, 54, is described on his campaign Web site as “The Rural Conservative” candidate. He has lived in the district virtually his entire life. “This has been my home and my family’s home for generations,” Dr. Haire told a local newspaper, The Times Leader of Wilkes-Barre, Pa. “There’s no place quite like it. It’s been a great place to live and I want to try to create an even better home for future generations.”

His campaign literature prominently cites his service to the area as an optometrist. The Tunkhannock, Pa., practitioner has been “caring for thousands of northeastern Pennsylvania families and seniors for over 30 years,” his campaign Web site notes.

“Davis has served his community by donating thousands of eye screenings to local students in first, sixth and ninth grades,” the Web site notes. Dr. Haire’s signature on campaign literature includes the doctorate of optometry title behind his name.

Dr. Haire graduated from the Illinois College of Optometry in 1977 through an accelerated program for top students, before returning to establish a practice close to his family and home community in Pennsylvania.

In addition to practicing optometry in the region for three decades, Dr. Haire has promoted local businesses and community development by serving as president of the Tunkhannock Rotary Club and donates his time and efforts to various local organizations in northeastern Pennsylvania, the Web site adds. He is the father of two grown children. Pennsylvania’s 10th District covers over 6,500 square miles and 14 counties in northeastern Pennsylvania (from the Delaware River, west to Williamsport and south to Sunbury), making it one of the largest congressional districts on the East Coast.

Dr. Haire faces competition from several local businessmen and a retired school teacher in his bid for the GOP nomination. In addition, a possible sixth candidate, a local television weatherman, was looking at joining the GOP primary field as a filing deadline approached and this AOAN News went to print.

At least two optometrists are hoping to become members of the U.S. House of Representatives in 2008. Both hope to join Rep. John Boozman, O.D., (R-Ark.) who is the only optometrist serving on Capitol Hill.

Dr. Marquardt offers legislative experience

Former GOP state representative Terry Marquardt, O.D., is part of a crowded field of Republicans and Democrats seeking an open U.S. House of Representatives seat in New Mexico’s 2nd Congressional District.

The district incumbent, Rep. Steve Pearce (R), is seeking the U.S. Senate seat held by retiring Sen. Pete Domenici (R).

Dr. Marquardt, 58, officially announced his candidacy Jan. 17 at a domestic violence shelter for which he sponsored funding legislation while in the state house. Citing his experience as an optometrist, Dr. Marquardt emphasized the rapidly changing health care system facing the nation.

Dr. Marquardt practices in the southern New Mexico town of Alamogordo where he was born and raised. The 1974 graduate of the Southern College of Optometry in Memphis, Tenn., Dr. Marquardt has served as a regional representative to the New Mexico Optometric Association.

For more information, see the Davis Haire for Congress Web site (http://davishaireforcongress.com).

Incumbent Rep. Carney is unopposed for the Democratic nomination. The primary election is April 22.

Dr. Marquardt favors free market-oriented reforms such as tax incentives for health savings accounts with private insurers providing health coverage for catastrophic health problems.

Dr. Marquardt said he focused heavily on education during his six terms in the New Mexico House and promised it would continue to be an area of special concern if he were elected to Congress.

“Education is the hub around which economic opportunity, crime prevention, wages, health and social well-being revolve,” he said. “Our teachers have told us what they need to educate children, and I’m listening. Through my position on the state Finance Committee, I supported funding for the classroom. I have passed legislation funding art and music programs, libraries and athletic facilities, and vocational education programs.”

Dr. Marquardt favors a federal balanced budget act. “We have an absurdly disciplined federal government, with open-ended spending, and a bureaucracy that simply continues to ask for more money,” he said in a news release announcing his bid.

“If the federal government had a balanced budget act, we would have more pressure for real innovation, better outcomes at lower costs, greater productivity and a spirit of entrepreneurial public management,” he said.

He also favors steps to curb illegal immigration. He is calling for “staggering financial penalties” for employers who hire illegal immigrants and the introduction of high-tech ID cards. He also proposes hiring more border patrol agents and using more unmanned aerial vehicles to patrol the nation’s border.

Dr. Marquardt served in the New Mexico House from 1994 to 2006. During those years, Dr. Marquardt served as Republican caucus leader and House minority whip. He lost in 2006 to a Democratic challenger.

In the state’s GOP primary election, Dr. Marquardt will face five other candidates in the state Feb. 5 GOP primary. The winner of that race will face one of the four candidates running in the Democratic primary.
Help ensure AOA-PAC can fight and win in 2008

Though the determined efforts of ODs and students who support AOA-PAC and the volunteers who participate in the AOA Congressional Keyperson Program, optometry realized some hard-won victories on Capitol Hill in 2007. Last year, the AOA secured federal recognition and funding for the lifesaving and sight-saving InfantsSee® initiative, paved the way passing a stop-gap plan to eliminate the massive 10.1 percent cut in Medicare physician payments, secured U.S. House approval of children’s vision legislation and garnered greater support for many priority issues and “optometry-specific” bills.

As the New Year begins, optometry will need to make the most of its momentum and continue pressing forward to ensure that this year is even better than the last. However, the battles the AOA will need to fight in 2008 are fast approaching, and this year is shaping up to be a decisive year for the profession:

- Congress is expected to begin consideration of an overhaul of the health care system in America;
- Without congressional action, a massive cut in Medicare Part B reimbursement will go into effect on July 1; and
- Anti-optometry special interests are already showing renewed determination to launch attacks targeting how optometrists practice and provide care to their patients.

The key to winning for optometry in 2008 is to ensure that the profession is completely prepared for the important battles that lie ahead through a fully-funded, robust and dynamic AOA-PAC.

AOA-PAC is the only federal political action committee working to elect and re-elect pro-optometry candidates for Congress. It competes with well-funded PACs and individual campaign contributors representing organized medicine and ophthalmology, insurance and managed care companies and Internet contact lens sellers.

The AOA advocacy group considers AOA-PAC an essential frontline resource to help build support for optometry’s priority issues on Capitol Hill.

While contributions to AOA-PAC for this election-cycle have topped the $1 million mark, AOA-PAC must now begin allocating campaign contributions over the coming weeks. However, to do so “will require increases in the AOA-PAC war chest commensurate with increased campaign spending levels,” says Abie Chadderdon, O.D., AOA-PAC chair.

“This year’s fundraising effort is about making sure that optometry can show its support for candidates in the U.S. Senate and House who take a stand for the profession and for patients,” Dr. Chadderdon said.

With a potential membership of 35,000 optometrists and optometry students in the nation, AOA-PAC “has just touched the tip of the iceberg,” said Dr. Chadderdon. Currently, just over 40 percent of AOA members support AOA-PAC.

“Unfortunately, in the previous election, because we fell $100,000 short of our fundraising target, we were not able to do all that we could to support our pro-optometry friends,” added Dr. Chadderdon. “Every AOA member can and should make a contribution to AOA-PAC and help fight for optometry in 2008.”

To make AOA-PAC contributions easier, AOA members can donate online using a credit card or check. Visit www.aoa.org/4827xml and click on “Donate Now!” to make a contribution.

For more information, contact AOA-PAC Director Julie Trute at jltrete@aoa.org or call 703-837-1376.

HHS-OIG cracks down on NIH conflicts of interest

The National Institutes of Health (NIH) are preparing to take a tougher stance on conflicts of interest among government-funded researchers, following a critical report by the U.S. Department of Health and Human Services’ Office of Inspector General (HHS-OIG).

In line with HHS-OIG recommendations, the NIH plans to increase oversight of grantee institutions to ensure their compliance with federal financial conflicts-of-interest regulations.

The NIH also plans to require its institutes, including the National Eye Institute, to forward all financial conflict-of-interest reports received from grantee institutions to the NIH Office of Extramural Research (OER) and ensure that OER’s conflict-of-interest database contains information on all conflict-of-interest reports provided by those institutions.

The NIH, however, indicated it would not comply with a third HHS-OIG recommendation to require grantee institutions to provide details regarding the nature of financial conflicts of interest as well as details on how they are managed, reduced, or eliminated.

Federal regulations require NIH grantee institutions to report financial conflicts of interest. However, in many cases, the NIH has not been following up to resolve the reported conflicts, according to the inspector general.

The NIH has reported 438 financial conflict-of-interest cases to the HHS-OIG for fiscal years 2004 through 2006. However, that tally does not accurately reflect the total number of conflicts of interest reported by grantee institutions during that period, according to the OIG.

“NIH’s Institutes and the Office of Extramural Research (OER) were unable to provide us with all of the actual conflict-of-interest reports they received from grantee institutions,” said the HHS-OIG in a statement.

Although federal regulations require grantee institutions to report financial conflicts of interest, the regulations do not require them to report the nature of the conflicts or other details.

At least 89 percent of financial conflict-of-interest reports the HHS-OIG reviewed did not state the nature of the conflicts or how it would be managed.

“Based on our review of the documentation, we found very few cases in which Institutes followed up with grantee institutions regarding the nature of a financial conflict of interest and/or the management plan for a conflict,” the HHS-OIG said.

“We also found that many Institutes rely on the good faith of the grantee institution to ensure compliance with federal financial conflict-of-interest regulations, rather than directly overseeing or reviewing grantee institutions’ management of financial conflicts of interest,” according to the HHS-OIG.

NIH concurred with two recommendations but did not concur with a recommendation to require grantee institutions to provide detailed information about financial conflicts of interest.

The complete HHS-OIG report, National Institutes of Health: Conflicts of Interest in Extramural Research (OER) are available online at www.oig.hhs.gov/oei/reports/oei-03-06-00460.pdf
NPI update
Test Medicare claims now, CMS urges

Health care providers should now be testing the use of their National Provider Identifier (NPI) numbers in Medicare claim filing by submitting small batches of claims using the NPI as the only form of numeric identification, according to the U.S. Centers for Medicare & Medicaid Services (CMS).

The CMS plans to begin requiring NPIs as the sole form of numeric identification on Medicare claims on May 23, 2008.

For the past several months, the agency has generally required health care providers to file Medicare claims using both NPIs and legacy identifiers (e.g., Medicare provider numbers). However, with the May 23 deadline rapidly approaching, Medicare carriers are now attempting to ensure that their computer systems can process claims using only NPIs, the CMS notes.

“The Medicare providers have submitted claims containing both NPIs and legacy identifiers and those claims have been paid, Medicare urges these providers to send a small batch of claims now with only the NPI in the primary provider fields. If the results are positive, begin increasing the number of claims in the batch,” the CMS suggested in an e-mail bulletin last week.

For professional claims, the primary provider fields are the billing, pay-to, and rendering provider fields. If the pay-to provider is the same as the billing provider, the pay-to provider does not need to be identified.

The CMS will host a national NPI Roundtable conference call, Feb. 6 from 2:30 p.m. to 4 p.m., Eastern Time. The conference call will focus on the status of the Medicare NPI implementation with period provided for questions and answers. Registration details are available on the CMS Web site NPI page (www.cms.hhs.gov/NationalProviderIdentStand).

The CMS NPI Web page (www.cms.gov) also offers a range of information and education on the NPI.

Health care providers can apply for an NPI online at https://nppes.cms.hhs.gov or can call the NPI enumerator to request a paper application at 800-465-3203.

CMS PQRI Web site revised

The Centers for Medicare & Medicaid Services (CMS) has announced that its Physician Quality Reporting Initiative (PQRI) Web site has been reorganized to facilitate access and navigation to 2008 PQRI information and educational resources, including a 2008 PQRI tool kit.

Key documents related to 2008 measure specifications have been retained and placed as downloadable documents within their corresponding sections.

In addition, new documents that further inform eligible providers about the 2008 PQRI have been added to the Web site.

Information about the 2007 PQRI program, which ended on Dec. 31, 2007, has also been reorganized with relevant documents pertaining to 2007 measures retained for reference.

The CMS encourages all eligible providers to visit the Web site and become familiar with the 2008 materials, at www.cms.hhs.gov/PQRI.

SAA and VCA announce merger

Larry Clarke, chairman of the Vision Council of America (VCA), and David Bibeau, president of the Sunglass Association of America (SAA), announced the merger of the two organizations at the VCA Executive Summit last month. “In joining forces, a new Sunglass and Reader Division will be created within VCA to provide the infrastructure, resources and support needed to grow this area of the industry,” according to a VCA statement.

“We are extremely pleased to welcome the SAA members into VCA,” said Clarke. “VCA and SAA have always had a strong relationship and in working together with the key leadership it was a natural evolution for the two organizations to join together.”

The Sunglass and Reader Division will be open to all VCA members, in particular those who distribute their products through non-optical channels. Division activities will address the unique needs of its members, including consumer outreach, standards development and regulation monitoring.

The addition of these companies raises the VCA’s membership to 322 companies. This represents a 22 percent gain since 2007 and a two-year increase of 36 percent. AOA urges candidates to consider eye care in health debate

AOA urges candidates in that state.
Profession honors AOA past presidents

Day served 1973-74

Robert E. Day, Sr., O.D., past president of the AOA, died Jan. 11. Dr. Day was president of the AOA during the 1973-74 program year. Dr. Day was also a past president of the Texas Optometric Association.

He was 81.

Dr. Day served 1973-74 and was a Lifemaster of Optometry or the Music Ministry at the First United Methodist Church. For information, call 972-276-5000.

Demmer prominent in La.


Dr. Demmer was the AOA president for the 1981-1982 program year.

Dr. Demmer was a native of Cincinnati and a resident of Houma, La. He practiced optometry for 48 years.

He was past president of the Gulf Zone Optometric Society, past president of the Louisiana State Association of Optometrists, and past president of the Houma Lions Club. He served in the U.S. Air Force in Okinawa during World War II.

In optometry school, he was a member of the Omega Epsilon Phi Fraternity and the Illuminating Engineering Society.

Dr. Demmer was active in the FTA at Houma Elementary, the Chamber of Commerce, Southern Eye Bank, Terrebonne Parish and Bayou River Area Health Planning Commission, the Boy and Girl Scouts, American Legion and the VFW.

He was instrumental in initiating and securing an eye/vision care program in the Louisiana state penitentiary system.

Dr. Demmer was awarded the Bourg Lions Community Service Award, the Louisiana Lions Eye Foundation Service Award and was named the “Louisiana Doctor of Optometry.”

He devoted much of his time to community, civic and church work. He loved trains, football, golf, baseball, reading, drawing/designing and public speaking.

Dr. Demmer is survived by his wife, Alcielee Knoff Demmer of Houma; son, Harold Demmer Jr. and wife, Loretta, of Baton Rouge; step-grandchildren, Cynthia Day Grimes and husband Rob Grimes; grandchildren, Kenneth and Travis Day, Elizabeth Stanley and husband Dr. Greg Stanley, Katherine King; step-grandchildren, Jacob Grimes and his wife Alley Grimes, Warren Grimes and Preston Grimes; great-grandchildren, Ayden.

Memorial contributions may be made to the University of Houston School of Optometry or the Music Ministry at the First United Methodist Church.

Condolences may be sent to Robert Day, Jr., O.D., 3034 Broadway, Garland, TX 75041.
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- Washington Wine Experience in the Exhibit Hall on Thursday
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- Microbrew Mania in the Exhibit Hall on Friday
- The Varilux Optometry Super Bowl XVII on Thursday, where optometry schools compete for academic supremacy
  *Sponsored by Essilor*
- Presidential Celebration on Saturday night featuring Jay Leno
  *Sponsored by HOYA*

Registration is only $125 for AOA Members and $50 for AOSA Members.

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Wal-Mart, 1-800 Contacts
strike marketing agreement

In what the companies termed a first-of-its-kind alliance, Wal-Mart Stores Inc. and 1-800 Contacts have announced a long-term joint marketing agreement.

Under the agreement, the two companies plan to integrate store, Web, and telephone service this fall. Bentonville, Ark.-based Wal-Mart, the nation’s largest retailer, operates Wal-Mart discount stores, Supercenters, Neighborhood Markets and Sam’s Club locations in the United States and several foreign countries.

It has optical departments with independent optometrists in nearly 3,000 Wal-Mart stores and Sam’s Clubs.

1-800 Contacts, of Draper, Utah, retails contact lenses through telephone orders and the company’s Web site.

John Agwunobi, M.D., senior vice president and president for Wal-Mart’s professional services division, noted the new contact lens marketing program follows the introduction of a $4 pharmaceutical prescription program in the retailer’s stores. Specifics of the arrangement were not provided in a Jan. 17 joint statement from the two companies.

However, the retailers said the arrangement would enable them to provide contact lenses to customers at lower prices with greater convenience. Jonathan C. Coon, chief executive officer of 1-800 Contacts, said the alliance could offer customers nearly 20 percent savings on lenses with 24-hour-a-day, seven-day-a-week ordering.

The companies claim such access will encourage contact lens wearers to change lenses in line with recommended replacement schedules.

But a study in the January issue of Optometry: Journal of the American Optometric Association found that contact lens wearers who purchase their lenses from an online site, optical chain, or wholesale club, rather than from an eye care practice, are less likely to adhere to the healthy eye care practices recommended by their eye doctors.

The joint announcement cited a McKinsey & Company survey, referenced in a 2004 Federal Trade Commission (FTC) report, which found that contact lens wearers use lenses longer than their doctors prescribed.

Some consumers in that survey cited cost and “purchasing them as inconvenient” as reasons for wearing their lenses beyond recommended schedules.

The FTC, in 2005, issued a formal letter of warning to 1-800 Contacts for possible violations of the federal Fairness to Contact Lens Consumers Act (FCLCA).

The FTC warning letter cited complaints that the online retailer was not allowing contact lens prescribers adequate opportunity to respond to requests for verification of contact lens prescriptions.

1-800 Contacts has often contended that eye care practitioners have not been forthcoming with prescription information for the retailer. However, in announcing the 2005 warning letter to 1-800 Contacts, the FTC also announced results of an investigatory finding that found contact lens prescribers are providing patients with copies of their prescriptions, as required under the act. The FTC staff then announced they were calling off further active investigation into alleged violations of the federal contact lens law by prescribers.

For a detailed explanation of the responsibilities of contact lenses prescribers and retailers under federal law, see “The FTC Contact Lens Rule: A common sense approach to compliance” in the January edition of Optometry: Journal of the American Optometric Association.

In a public-to-private transaction, 1-800 Contacts was recently acquired by an affiliate of Fenway Partners LLC, a middle-market private equity firm with approximately $2 billion under management. Fenway Partners also owns interests in the manufacturers of Simmons mattresses and Riddell football helmets.

The Fenway Partnership (“sponsor(s) companies with leading franchises...,” according to its Web site. The partnership often sells much of its interest in those companies after developing them, the Web site indicates.

Paraoptometric Section awards

If you know a paraoptometric professional who deserves recognition, you can nominate him or her to receive one of the Paraoptometric Section’s annual awards. This is a great way to salute a deserving individual who has made significant contributions to the field of paraoptometry. Award winners will receive national industry recognition at the 2008 Optometry’s Meeting™ Awards Luncheon sponsored by CIBA Vision, a Paraoptometric Section (PS) recognition award and various other prizes.

Community Service Award

An invitation is extended for optometrists and paraoptometrists to submit a nomination for the AOAPS Community Service Award. The AOAPS Council and members realize that many paraoptometrists generously donate their talents and skills to their communities. This award is a way of honoring those deserving paraoptometrists.

The Awards Committee judges each nominee on the basis of his or her performance in the categories on the nomination form. Applications must be received by the AOAPS office by March 31, to be considered. The recipient will be presented with a plaque of recognition, a $100 personal cash award, and a $100 award to the charity of the recipient’s choice at the Paraoptometric Section Awards Luncheon during the 111th Annual AOA Congress and the 38th Annual ACSA Conference: Optometry’s Meeting™ in Seattle.

Membership Award

For the fourth consecutive year, the AOAPS will present an award for affiliates, honoring the work done on the state level to increase state and national paraoptometric membership. Affiliate optometric and paraoptometric associations who strive to increase membership both locally and nationally will not want to miss participating in this exciting award.

Affiliates will need to submit a list of state members, including first and last name, street address, city, state, and ZIP code to the AOAPS by March 31, 2008, in an electronic format. For more information or to apply for either award, contact Joan Murphy, AOAPS manager, at 800-365-2219, ext. 4222, or by e-mail at JMurphy@aoa.org.
The Seattle skyline, flanked by Puget Sound on one side and the Cascade Mountains on the other, while a Washington State Ferry makes its way across Puget Sound.

Pike Street Suites (Homewood Suites)

Upon completion of a major renovation slated to be finished in April, this hotel will be a Homewood Suites by Hilton property. The hotel will offer the comforts of home in a spacious, relaxed setting. Each suite will feature a king bedroom and a parlor with a pull-out double bed and fully-equipped kitchen.

The hotel will offer a complimentary Suite Start® hot breakfast every morning and a Welcome Home® reception with hors d’œuvres and beverages Monday through Thursday. Free high-speed Internet access will be available throughout the property. The Space Needle, Key Arena and Seattle Center Monorail are within walking distance.

Westin Seattle

Guests of the Westin Seattle will have beautiful views of downtown, the Puget Sound and the Olympic Mountains.

The hotel is located near the Pike Place Market. Its guest rooms feature the Westin Heavenly Beds® and Heavenly Showers®.

In addition to options at several full-service restaurants, guests can brew Starbucks’ coffee in their rooms. The hotel offers the Westin Workout®, powered by Reebok Gym, and an indoor heated pool.

All hotel properties are non-smoking facilities and feature electronic blackout drapes to guarantee a restful night’s sleep.

The Grand Hyatt Seattle also offers the 24/7 Stay Fit by Hyatt Fitness Center and the Seven-A Salon.

Renaissance Seattle

The 553-room Renaissance Seattle provides stunning views of downtown, Elliott Bay and the Cascades. Qwest and Safeco fields, Pike Place Market and shopping are within close proximity to the hotel.

Guests can dine at Maxwell’s for breakfast, lunch and dinner.

The Renaissance Seattle is host to the Gene Juarez Salon & Spa and has an indoor pool.

AOSA program highlights best of Seattle

Students attending Optometry’s Meeting™ can exchange their lab coats, exams and endless hours of study for networking opportunities, practice management pearls and good times.

As part of Optometry’s Meeting™, the American Optometric Student Association (AOSA) Conference includes the Awards and General Session sponsored by VSP, Thursday, June 26 from 1 p.m. to 3 p.m.

Mind reader and motivational speaker Robert Channing will entertain students during this interactive program.

“Robert Channing is one of those mind reader mentalists,” said Ryan Parker, O.D., chair of the Optometry’s Meeting™ Student Program Committee. “I’ve seen him in videos, and it’s just flat-out amazing what he can do.”

Channing will demonstrate the power of the human mind by predicting audience members’ futures, telling them how much money is in their pockets and bending spoons with his mind. Register for event #5121.

The Vision Care Institute™, LLC, will present travel grants during the “Career Options Expo: Cracking the Code—the Keys to Implement the Total Patient Care Model, Part 1” on Thursday from 4 p.m. to 5 p.m. Students must be present to win. The travel grants are designed to make travel to Optometry’s Meeting™ more affordable for students.

The winners, selected by faculty members from each school and college of optometry, are eligible to compete nationally for an additional $1,000. The topic is “UV Radiation and the Eye—How an Optometrist Can Help.”

HOYA Vision Care is offering third- and fourth-year students the opportunity to win a $1,000 grant, hotel and airfare to Optometry’s Meeting™. To be considered, students must submit a patient case study involving HOYA products to the faculty judge at their school by April 1.

There will be one $1,000 winner at each school. The winning case studies will be reviewed by HOYA’s ECP Advisory Panel. The overall winner will receive a $6,000 scholarship.

For more information, contact AOSA Executive Director Marlene Burke at 314-983-4231 or mburke@aod.com. The deadline is April 1.

The Vision Care Institute™, LLC, a Johnson & Johnson Vision Care subsidiary, is also sponsoring the AOSA education program.

“This year we’re going to have Dr. Rumpakis talking to students about one of the most important aspects of practice, which is how to get money from insurance companies,” said Dr. Parker. “Dr. Rumpakis is one of the best lecturers on the circuit, and it’s never too early to learn about maximizing your insurance reimbursements.”

AOSA courses are offered at no charge to registered students, with the exception of the New in Practice and National Board of Examiners in Optometry (NBEO) Review courses ($10 per course).

This is the first year with the reset testing agenda for the NBEO examination, and the review course will keep students abreast of the changes. Lecture door prizes are sponsored in part by a grant from Alcon Laboratories.

The tradition of the ViuLux Optometry Super Bowl, sponsored by Essilor, continues Thursday evening from 7:30 p.m. to 10:30 p.m.

“This is definitely the biggest event, and it’s a good time for students to come out and show how smart their schools are,” said Dr. Parker. “It’s also a chance for 800 to 900 students to network with other students and alumni.”

The fierce optometric competition consists of contestants representing schools and colleges of optometry vying for bragging rights, $1,000 and a crystal trophy.

A reception with great food, drinks and camaraderie will follow the competition. Register for function #0180.

After attending the TLC-sponsored lecture “Is Your Patient a Candidate for Refractive Surgery?” (#5242) on Friday afternoon, students are invited to the iConnect with TLC event at Trinity Nightclub.

“The TLC event is a great time with entertainment, food and a chance for students to talk to the upper management of TLC. I know last year I saw the CEO with 10 to 15 students crowded around him talking,” said Dr. Parker.

As one of Seattle’s hottest nightclubs, Trinity is an eclectic, multi-level club with unique rooms to fit every mood. Its majestic Main Room features one of the largest dance floors on the West Coast. Students’ guests can register with code #0260 to get a ticket.

The AOSA reserved a room block for Optometry’s Meeting™ attendees. Students are encouraged to stay at the Pike Street Suites (soon to be Homewood Suites).

Visit www.optometristsmeeting.org to register.
Mark calendars for New In Practice Series

Back by popular demand, the New In Practice Series is again being offered at Optometry’s Meeting, thanks to a generous education grant from CIBA Vision, a Novartis Company.

Expert optometrists and world-class lecturers will cover a comprehensive range of practice management topics that impact new practitioners or those preparing to change practice settings.

Attendees can sign up for one or more sessions and bolster their confidence and practice management savvy by attending the New In Practice Series on June 26 and 27 at the 2008 Optometry’s Meeting in Seattle.

The 2008 New In Practice Series will include three information-packed sessions:

“Marketing & Networking for Practice Growth,” Michael Bacigalupi, O.D., and Keith Davis, O.D. Thursday, June 26 Noon – 2 p.m.

Growth of an optometric practice depends upon the ability to attract and retain patients. While “word of mouth” remains the best form of marketing for most practices, it is important to understand the role of other marketing tools to stimulate growth. This course will review marketing strategies and suggest creation of a year-long strategic plan to maximize the return on marketing investments. Personal and professional networking will be discussed as methods to supplement and sustain practice growth.

“The Doctor’s Role in Setting Up & Running an Optical,” Chad Fleming, O.D., and Ankur Kalra, O.D. Thursday, June 26 2 p.m. – 4 p.m.

This course will provide a step-by-step process to set up and be profitable with an optical. It will cover demographic analysis, vendor selection and relationships, patient purchasing trends, inventory management, lab pricing negotiations, going direct or through a buying group, training staff, and other insights to a successful optical.

“Financial Management,” Keith Davis, O.D., and Laurie Sorrenson, O.D. Friday, June 27 10 a.m. – Noon

A successful optometric practice relies on sound financial fundamentals. This course will discuss concepts such as cash flow, gross versus net profits, tax considerations for the sole proprietor or S-corporation and retirement planning, among other topics.

Also, developing a business plan to acquire financing for opening a practice will be presented and discussed. The participant will leave with a good basic understanding of the financial aspects of starting and running a practice.

ODs and paraoptometrics will be allowed to pre-register for the program. Students may register on-site at the AOA’s Registration Desk for each course, based on space availability.

ODs who missed the 2007 series can still gain the knowledge it offers because all four sessions are available for purchase on a synchronized DVD-ROM. The New In Practice program presented in 2007 included the following sessions:

- Billing and Coding
- Setting Up an Optical
- Financial Management
- New Technologies in Optometric Practice

Purchase the Synchronized Series on DVD-ROM for $49 (plus tax and shipping) and features the live session audio synchronized with the speakers’ PowerPoint presentations.

To order, visit www.twosense.com/aoa2007/index.html or call 858-635-5969.

The synchronized DVD-ROM is also available on loan from the International Library, Archives, and Museum of Optometry (ILAMO) on a first-come, first-served basis.

To check availability or for more information, contact Mary Beth Cadwell at 800-365-2219, ext. 4118.

The New In Practice program is available thanks to a generous education grant given by CIBA Vision, a Novartis Company.
President
from page 3

challenge to our profession, the American Optometric Association and its affiliates were there. The AOA can only continue to be there for the profession if every optometrist joins in.

We have been successful advancing the profession because people joined, got involved, were passionate about an issue and acted.

Does every optometrist have to devote long hours to organized optometry? NO—but every optometrist has a duty, an obligation, and a responsibility to join and become a member. It is just that simple.

You pay your car insurance don’t you? Do you think it is a good value? How about property taxes, license fees (what do they do with that money anyhow?) and a myriad of other levies, fees, taxes, dues or other expenditures that you pay without question—because it is your duty to do so. What is different about your AOA dues—dues you owe to the organization responsible for maintaining your very profession and lifestyle?

To every optometrist who has graduated from an accredited optometry school, to every optometrist who holds a license, to every optometrist who has ever treated a glaucoma patient and to every optometrist who has ever received a Medicare payment—to each of you I say you have a duty and obligation to repay your profession by joining the AOA.

The lifestyle you enjoy today is there because of the profession the AOA created and continues to create.

To those of you who “get it” and pay your dues and participate at some level in organized optometry I say “thank you.” To those non-members who may read this, the non-members who are enjoying the benefits of membership (you do have an OD degree, license to practice, prescribe drugs and get paid); I say “Don’t you feel a little bit guilty?” Your benefits are paid for by each one of us who writes a dues check.

Let me close with a quote that I find very inspirational in understanding my duty to the AOA and my profession. In 1962, while addressing cadets at West Point for the last time, Gen. Douglas MacArthur said, “Duty, Honor, Country. Those three hallowed words reverently dictate what you ought to be, what you can be, what you will be.” Our profession will only be as strong as what the AOA can be—and the strength of the AOA lies in its members who understand their duty to belong.

Kurt L. Ohlsen, O.D.

Donate to VOSH
VOSHInternational with the support of the World Council of Optometry and UNESCO has embarked on a program of equipment/technology transfer to fledgling optometry programs in South America and Africa. This is being done with a new partner, IWEC (International Medical Equipment Collaborative), which is a nonprofit 501(c)(3) that gathers, services, clears and packages entire eye clinics, hospitals and other medical facilities and ships them to an organization that gives them a second life.

Instructions on how to proceed are available by going to the VOSH Web site (www.vosh.org). Click on “Technology Transfer Program.”

APHA Vision Care
Section seeks nominees
The Vision Care Section (VCS) of the American Public Health Association invites nominations for the Distinguished Service award, the Outstanding Scientific Paper/Project Award, and the Outstanding Student Paper/Project Award.

The Distinguished Service Award (sponsored in part by a grant from Vistakon) was established in 1981. The highest honor the section can bestow, it is presented to an individual, institution or group who has made an outstanding contribution or demonstrated continued high-quality service in the area of public health eye/vision care.

The Outstanding Scientific Paper/Project Award recognizes an individual, group, or institution that has contributed significantly to the advancement of eye/vision care in the public health field. The contribution can be a paper previously published or suitable for publication or a written description of a project. The paper/project should represent work within the last two or three years, though the project may have been continuous for a longer period.

The Outstanding Student Paper/Project Award recognizes a student or group of students that has contributed significantly to the advancement of eye/vision care in the public health field from the perspective of a student in optometry, medicine, public health, or related health professions programs. The contribution may be a paper previously published, suitable for publication, or a detailed written description of a project. The paper or project must represent work that has occurred while the student(s) is/are enrolled in a professional program, although the award may be conferred after graduation. However, the award may not be granted more than 12 months post-graduation.

Award recipients will be honored during the next annual meeting of the American Public Health Association scheduled for San Diego, Oct. 25-29, 2008.

Nominations are requested by March 31, 2008, and should include a narrative statement of 250 words or less with each nomination along with a copy of paper/project to be considered.

Nominations should be sent by email (preferred) as an attachment or by postal mail to Dr. Siu G. Wong, chair, VCS Awards Committee, 1828 Conestoga Dr., SE, Albuquerque, NM 87123-4252, 505-293-7347 nationofwong@comcast.net.
Industry Profile: Alcon

Investing in the Future of Sight

Preserving, enhancing and restoring sight has been Alcon’s sole mission for over 60 years. As the world’s leader in ophthalmology, Alcon works each day to deliver best-in-class products to patients everywhere through strong partnerships with doctors in more than 180 countries. Every year, Alcon makes the largest corporate investment in eye care research and development, according to the company.

In fact, over the next five years, Alcon plans to invest more than $3 billion in efforts to prevent and, one day, eliminate blindness.

Two of the newest products resulting from this commitment to research and development are the AcrySof® ReSTOR® Aspheric intraocular lens (IOL) and ICaps® AREDS Softgels. The AcrySof ReSTOR Aspheric IOL is the latest addition to the AcrySof ReSTOR family of lenses, the most frequently implanted presbyopia-correcting IOL for cataract patients.

The AcrySof ReSTOR Aspheric IOL is the first and only presbyopia-correcting IOL to offer apodized diffractive step heights and aspheric optic design. This unique IOL is designed to optimally deliver light and energy to the retina by distributing the appropriate amount of light to near and distance focal points, regardless of the lighting situation. The AcrySof ReSTOR Aspheric IOL provides patients with a full range of vision, from near to far, without dependence on glasses.

ICaps AREDS Softgels, an easy-to-swallow, twoday version of Alcon’s traditional AREDS tablet formulation, are set to be released in February 2008. The AREDS combination of vitamins and minerals, which is preferred most by retinal specialists, was studied in the National Eye Institute Age-Related Eye Disease Study (AREDS) and found to be beneficial for patients at high risk of progression of age-related macular changes.

ICaps Softgels are an addition to a family of eye vitamins including both a multivitamin formula as well as a lutein and zeaxanthin formula.

“We are excited about introducing these two new advancements to doctors and their patients,” said Dave Satter, director of Professional Relations. “We look forward to launching additional eye care products in the coming years that are the result of our substantial investment in eye care research and development.”

B&L names Ostrov chairman and CEO, Zarrella to retire

Bausch & Lomb announced it has named Gerald M. Ostrov as chairman and chief executive officer (CEO), effective immediately.

Most recently, Ostrov was company group chairman, Worldwide Vision Care, for Johnson & Johnson, where he led the company’s global Vision Care businesses from 1998 to 2006. Current chairman and CEO Ronald L. Zarrella will retire in March and serve as chairman emeritus.

“It has been a privilege to serve as Bausch & Lomb’s chairman and CEO since 2001,” said Zarrella. “Working with thousands of highly talented employees worldwide, we were able to grow every aspect of the company while enhancing its reputation as the world’s premier eye health brand. Jerry’s extraordinary knowledge of the vision care, pharmaceutical and surgical businesses, in leading the company to grow. This week’s eyevision acquisition announcement is testament to our positive momentum,” said Ostrov.

“We thank Ron for his dedication to Bausch & Lomb,” said Elizabeth H. Weatherman, a Warburg Pincus managing director and member of the Bausch & Lomb Board of Directors. “Jerry was instrumental in growing all aspects of the business, in leading the company through the 2006 recall, and then re-establishing widespread momentum—an element vital for the organization’s continued success. Jerry’s extraordinary knowledge of the eye health industry will be instrumental as he leads Bausch & Lomb into the future.”

Ostrov holds an M.B.A. from Harvard University and a Bachelor’s degree in industrial engineering and operations research from Cornell University.
INDUSTRY NEWS

Transitions to elevate consumer awareness through ads, outreach

Transitions Optical announced it will continue its legacy of using attention-grabbing television advertising to elevate consumer awareness of the importance of healthy sight.

Transitions will debut a new commercial in 2008 featuring a “day in the life” of a nature cinematographer and will be supported by new print advertising and the largest marketing campaign in Transitions Optical’s history, which will make an estimated 3 billion impressions among consumers.

Showcasing the benefits of Transitions® lenses today and tomorrow, the commercial tells the story of a nature cinematographer, who relies on her eyes for her work, against the stunning landscape of Namibia, Africa.

High-Profile Television Advertising

The TV advertising campaign alone will make more than 4 billion consumer impressions – and will air over a 25-week span in 2008, with spots scheduled to run during top primetime, daytime, syndicated, news and cable television shows. The Transitions brand will be visible on 14 of the top 20-rated shows, including “60 Minutes,” “The Amazing Race,” “Boston Legal,” “CSI,” “Dancing With the Stars” and “Grey’s Anatomy.”

Additionally, consumers who view television shows online at ABC.com will be able to see the Transitions commercial through a streaming video player. Before the show begins, a “Brought to you by Transitions” message will appear on the screen, and Transitions will be the only sponsor during these airings. The Transitions ad will also appear randomly during the show.

Hispanic Outreach

Transitions will continue to reach the growing Hispanic population in 2008, and, for the first time, will air its commercial in Spanish in the United States.

Transitions will be a featured sponsor of Major League Soccer broadcasts on Telefutura, a Univision network – making an estimated 127.5 million impressions among consumers.

Print and Online Placements

An extensive print advertising campaign will focus on publications related to general health and well-being, making an estimated 270 million impressions among consumers.

Advertisements will appear in popular publications, including USA Today’s new Open Air Magazine. The new magazine focuses on outdoor lifestyle activities, and every issue includes a special section featuring reader photos that capture the spirit of adventure.

Transitions Optical’s new print ads will feature photo-journalists and will highlight the benefits of Transitions lenses for everyday UV and glare protection. The television and print advertising campaign will be complemented by Transitions Optical’s ongoing consumer media outreach initiatives, as well as an expanded online advertising campaign – which will include sponsored searches on Google and placements on popular Web sites, such as Microsoft MSN sites, Yahoo sites, eBay, Time Warner Network sites (Mapquest and AOL), Yellow Pages, Facebook and Wikipedia sites.

Transitions will also be embarking on a new form of advertising through mobile marketing – which will make the Transitions brand visible to consumers as they use their cell phones for online activities, such as checking the weather.

CooperVision introduces ClearSight 1-Day Toric contact lens

CooperVision has introduced ClearSight® 1-Day Toric contact lenses. ClearSight 1-Day Toric lenses are the latest addition to the CooperVision daily disposable product line.

The lenses offer patients with astigmatism the health benefits and convenience of a daily disposable lens backed by CooperVision’s heritage in toric expertise.

With ClearSight 1-Day Toric lenses, CooperVision now offers toric contact lenses in all modalities, reinforcing its Total Toric Solution, which offers eye care practitioners the widest range of toric products and parameters in the industry.

ClearSight 1-Day Toric offers four different axes to fit the majority of astigmats—including 180, 160, 90, and 20 degrees—and cylinder powers of -0.75 and -1.25. Historical lens-ordering data shows that 84 percent of patients have a prescription that falls within these parameters.

ClearSight 1-Day Toric positions itself at six o’clock on the patient’s eye, and stays in place hour after hour to offer exceptional stability and an enhanced level of comfort. With a uniform, horizontal iso-thickness, ClearSight 1-Day Toric lenses deliver a smooth lens-eyed interaction across the lens when blinking to enhance lens stability.

TVCI launches ecp podcasts

The Vision Care Institute, LLC, a Johnson & Johnson Company, announced that it now offers a monthly podcast to eye care professionals.

Available free-of-charge, the podcasts feature interviews with leading eye care professionals on the latest in eye health.

The first podcast, “Improving Compliance through Communication,” includes interviews with Walt West, O.D., and J. Paige Pantall.

Future topics include “Higher Order Aberrations and Vision Correction” with Lou Catania, O.D., D.Sc. (Hon) and “Managing Presbyopic Patients with Contact Lenses” with David Kirsch, O.D., Ph.D.

The podcasts are available in English, French and Spanish.

They can be downloaded by visiting www.tvci.edu.com or subscribed to through iTunes.

iTunes is a registered trademark of Apple Inc.

Contact lens wearers may wonder why their vision sometimes fluctuates during the day. The answer may lie in the design of their contact lenses, a new clinical study demonstrates.

The findings may be of particular interest to the more than 11 million wearers of soft toric contact lenses for the treatment of astigmatism. The findings appear in the December issue of Optometry and Vision Science.

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

Study looks at performance of most frequently prescribed toric soft CLs

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February 4, 2008
MEETINGS

February

TBU/AIO (CPE Clinical Curriculum) Optometric Education Program Foundation, Feb. 9-11, 2008 Baltimore, Md. Theresa Keijzi 800/447-0370 Thesra@optercare.org www.oep.org

TEXAS OPTOMETRIC ASSOCIATION 2008 TOA ANNUAL CONVENTION February 14-17, 2008 Renaissance Hotel Austin Brigitte Kelly. 512/707-2020 Fax: 512/326-8504 toox Brigitt@austin.rr.com www.texas.optimar.net

HEART OF AMERICA CONTACT LENSI PRIMARY CARE CONGRESS Feb. 15-17, 2008 Hyatt Regency Crown Center Hotel, Kansas City, MO www.hacoc.org

OREGON OPTOMETRIC PHYSICIANS ASSOCIATION/OPTOMETRIC PHYSICIAN OF WASHINGTON COLUMBIA OPTOMETRY CONFERENCE Feb. 15-17, 2008 Vancouver Hilton, Vancouver Washington Judy Balzer 425/455-0874 Fax: 425/455-0946 opw@eyes.org

DELAWARE OPTOMETRIC ASSOCIATION WINTER THAW CONTINUING EDUCATION EVENT Feb. 16, 2008 Embassy Suites, Newark, Delaware Troy Rabor, O.D. 302/346-1470 traber@delink.com

SUNY, COLLEGE OF OPTOMETRY SKIBON Feb. 16-20, 2008 Snowmass CO 80638-4488 www.skivision.com

AEA CRUISES OPTOMETRIC CRUISE SEMINAR - Southern Caribbean Explorer February 16-23, 2008, Aboard the Crown Princess® 888/638-6009 aaoa@skivision.com www.optometricscruise.com


BIG SKY 2008 SKI CONFERENCE MONTANA OPTOMETRY ASSOCIATION Feb. 28-March 1, 2008 Big Sky Resort, Big Sky, Montana, Sue A. Weingartner 406/444-1360 Fax: 406/443-4614 suwe@myeye.net www.mtjoes.com

MAINE OPTOMETRIC ASSOCIATION March 'CE & SKI' Conference Feb. 29-March 1, 2008, Grand Summit Hotel - Sugarloaf, Carrabassett Valley, ME Joann Giagne, 207/869-9920 seas@maineanet.com www.maineaedoctors.com

March

NORTHWEST CONGRESS OF OPTOMETRIC OPTOMETRY PROGRAM FOUNDATION-March 2-9, 2008 Pacific University, Forest Grove, OR Eric Hussey spaceagency@komcast.net

SACRAMENTO VALLEY OPTOMETRIC SOCIETY 20TH ANNUAL OCULAR SYMPOSIUM March 2, 2008 Marriott Sacramento Rancho Cordova Hotel, Rancho Cordova, California, Sue J. See Hooper 916/442/0720 jeres@broadband.rr.com


NORTHERN CALIFORNIA OPTOMETRIC FOUNDATION March 6-8, 2008 Holiday Inn, Grand Forks, North Dakota, Nanci Kopp 701/258-8767 ndoa@biminet.net www.nd缅甸care.info

VT/VISION DISFUNCTIONS (COPE) CLINICAL CURRICULUM Optometric Extension Program Foundation, March 6-8, 2008 Baltimore, Md. Theresa Keijzi 800/447-0370 Thesra@optercare.org www.oep.org


AEA CRUISES OPTOMETRIC CRUISE SEMINAR PANAMA CANAL February 25-March 6, 2008 Aboard the Crown Princess® 888/638-6009 aaoa@skivision.com www.optometricscruise.com


BIG SKY 2008 SKI CONFERENCE MONTANA OPTOMETRY ASSOCIATION Feb. 28-March 1, 2008 Big Sky Resort, Big Sky, Montana, Sue A. Weingartner 406/444-1360 Fax: 406/443-4614 suwe@myeye.net www.mtjoes.com

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FOUNDAIONS I (COPE Clinical Curriculum) Optometric Extension Program Foundation, March 28-30, 2008 San Marcos, CA Theresa Keijzi 800/447-0370 Thesra@optercare.org www.oep.org

TROPICAL CE PUNTA CANA, DR. March 29-April 3, 2008 Paradise Punta Cana — All-inclusive reserve suites Stuart Avner, 218/808-5873 stuart89@tropicalcafe.com www.tropicalcafe.com

Pennsylvania Optometric Association POA TECHNOLOGY CONFERENCE March 30, 2008 Sharon Harrisburg Hershey, Harrisburg, Pennsylvania lene@poais.org

Mariposan Optometric Association AND VISUAL IMPAIRMENT OPTICAL/JOHNS HOPKINS EVIDENCED-BASED CARE IN CONTACT LENS, GMALOCMA AND CORNEA THERAPEUTICS March 30, 2008 Turner Auditorium at the Johns Hopkins Hospital Campus, Baltimore, Maryland

To submit an item for the meetings calendar, send a note to eventcalendar@aoa.org

April

NEW JERSEY ACADEMY OF OPTOMETRIC GOLF CONFERENCE April 2-6, 2008 Kingston Plantation, Myrtle Beach, SC, 752/9200110 JHH2000@aol.com


SUNY, COLLEGE OF OPTOMETRY Optometric Extension Program Foundation, April 12, 2008 San Antonio, TX www.nora.org

PSS 2008: CONFERENCE ON COMPREHENSIVE EYECARE April 12, 2008 Crown Plaza Niagara Falls, NY 803/436-2007 education@psseyecare.org www.psseyecare.org

UNITED FOR SIGHT FIFTH ANNUAL INTERNATIONAL HEALTH & DEVELOPMENT CONFERENCE: BUILDING GLOBAL HEALTH FOR TODAY AND TOMORROW April 12-13, 2008 Yale University, New Haven, Connecticut uniteforsight.org/conferences/2008

THE OHIO STATE UNIVERSITY BINOCULAR VISION/PEDATRICS AND CHILDREN'S LEARNING FORUMS April 17-18, 2008 Columbus, Ohio Morgan: Taylor Kup 614/688-3336 kup6@osu.edu www.optometry.osu.edu

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Pennsylvania College of Optometry, Human Resources Department
8300 Old York Road, Elkins Park, PA 19027
Contact: Karen Boykin, Executive Assistant to the VP of Academic Affairs
Phone: 215-780-1421, E-mail: karen@pco.edu

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Full-Time Tenure-Track Clinical Faculty Position:
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The New England College of Optometry (NECO) invites applications for a full-time tenure-track faculty position in the area of Cornea and Contact Lenses within the Department of Specialty and Advanced Care. Applicants should have an O.D. degree and advanced training or experience in the areas of contact lenses and corneal science. An advanced degree such as a Ph.D. or M.S. in a related field is desirable, though not required.

Responsibilities will depend upon the unique qualifications and interests of the applicant, and will include lecturing and laboratory teaching in the Contact Lens course, research, and clinical care as a member of the professional staff of the New England Eye Institute (NEEI), the College’s clinical affiliate, in the Cornea and Contact Lens Service. The applicant must be eligible for licensure in Massachusetts.

The successful applicant will have a demonstrated expertise in specialty contact lens care, management of corneal disease, and co-management of refractive surgery. In addition, the applicant must have a commitment to excellence in clinical care, a developing record of scholarship, and a clear potential to assume a leadership role in a dynamic health care and educational environment. The applicant will be expected to establish an extramurally funded research program. Faculty rank and salary will be commensurate with experience.

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Dr. Bruce Moore, Chair
Search Committee
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Michigan College of Optometry

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Mark Swan, OD, MEd
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Michigan College of Optometry
1310 Cramer Circle, PEN 402
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