

FIRST LOOK FAQs

First Look

First Look is the daily compilation of news from TV, radio, newspapers and journals compiled exclusively for AOA members and delivered via email every weekday morning.

Who receives First Look?

All AOA members (doctors of optometry, affiliate staff, paraoptometric staff and optometric students) are on the distribution list for AOA First Look.

What should a member do if they are not receiving First Look?

1. Verify their email is correct in their [aoa.org](http://aoa.org/myaoa) profile at aoa.org/myaoa.
2. Check their email “spam” folder and “whitelist” the briefing’s email address (FirstLook@aoa.custombriefings.com)—meaning it should be marked as “safe” in your email client or should be added to your contacts.
3. After steps one and two have been completed and the member is still not receiving First Look, please contact cmg@aoa.org.

AOA FIRST LOOK

Today's news from newspapers, TV, radio and journals for members of the American Optometric Association

AMERICAN OPTOMETRIC ASSOCIATION

Thursday, September 12, 2019

in affiliation with 

AOA First Look is intended to provide an immediate, unfiltered look at the news that affects optometrists and our patients. To get the news to you quickly, and to ensure you are reading the same articles your patients might be, the AOA does not review or edit the news summaries prior to distribution. Publication of an article in First Look in no way implies AOA's endorsement, agreement or promotion of a particular article.

LEADING THE NEWS



Click to view Enrollment Tutorial

Eye Care Professionals Perceive That Silicone Hydrogel Daily Disposable Contact Lenses Offer Long-Term Eye Comfort And Health, Survey Suggests

Healthcare (9/11, Dreisbach) reports "a recent online survey suggests" that "a majority of eye care professionals perceive that silicone hydrogel daily disposable contact lenses offer long-term eye comfort and health." The findings were published in Contact Lens & Anterior Eye.

AMERICAN OPTOMETRIC ASSOCIATION | News for you

Access AOA's evidence-based pediatric eye and vision guideline

Comprehensive pediatric eye care critically addresses vision problems early in life, eliminating barriers that may prevent children from reaching their potential. With a quarter of all American school-aged children requiring corrective eyewear, AOA offers members a clinical resource that [reinforces quality comprehensive eye exams](#) for these patients.

[Comprehensive Pediatric Eye and Vision Examination](#), the AOA's latest [evidence-based clinical practice guideline](#), reflects how far research and best practices have come since the last update to the consensus-based guideline on pediatric care more than a decade ago. This new pediatric guideline offers:

- Optimal intervals for comprehensive eye exams (newborn through 18 years old)
- Appropriate procedures to effectively examine eye health and vision status
- Detailed information on prevention, early diagnosis, treatment and management of pediatric eye and vision problems
- Educational resources about the importance of eye health and good vision

The AOA developed a [toolkit for members](#) that includes a draft letter to local pediatricians and a summary of the guideline designed specifically for other health professionals.

[Click here](#) to access the Pediatrics & Binocular Vision toolkit, compiled by the [InfantSEE®](#) & Children's Vision Committee. These resources can be used in conjunction with the guideline, and is an AOA member benefit.



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GENERAL MEDICAL NEWS

Data Indicate Young Black Women May Have Higher Rates Of Hypertension Than White Counterparts

Medscape (9/11, Helwick, Subscription Publication) reports an analysis of women 18 to 35 years indicates "twice as many young black women as young white women have hypertension." The research presented at the American Heart Association's Hypertension 2019 Scientific Sessions showed "hypertension affected 49% of young black women, vs 28% of their white counterparts."

ALSO IN THE NEWS

SmileDirectClub IPO Is Part Of Broader Trend In Healthcare Space

MarketWatch (9/3, Toy) reported SmileDirectClub "is looking to raise \$1.29 billion in its public offering, according to an S-1/A the company filed Tuesday." The article says that "the filing comes after SmileDirectClub reached a valuation of around \$3.2 billion in October, after raising \$380 million in a funding round."

Forbes (9/9, Shah) reported SmileDirectClub offers "clear aligners" for teeth without requiring "in-person visits to an orthodontist." The article suggests that SmileDirectClub is part of a broader trend of direct to consumer healthcare companies.

Forbes (9/3, DeBter) reported Alex Fenkell and Jordan Katzman, the 30-year-old founders of the company, "are set to become two of the youngest entrepreneurs in the nation to crack into the billionaire ranks." In addition, Jordan Katzman's father David Katzman, 59, is also expected to become a billionaire from the IPO due to his large stake in the company.