The AOA’s CLCS Newsletter, January 2014

Industry news
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The following information regarding new products or services is gathered from industry press releases and promotional materials. The information and websites are provided for informational purposes only and do not represent an endorsement or recommendation of the products or services by the AOA Contact Lens and Cornea Section.

Alden Optical
www.aldenoptical.com

Alden Optical and Medmont recently announced a new topography-based method that allows for precise fitting of Alden Optical custom soft lenses. By incorporating topographical data with proprietary insight of the optimal corneal to Alden lens sagittal relationship, the two companies have created a new fitting algorithm that will ultimately allow practitioners to effortlessly determine the optimal base curve and diameter of an Alden Optical lens. The companies expect this method to significantly improve lens fitting which will in turn provide better lens stability, vision, comfort and corneal health. Currently, practitioners can take advantage of this method by transmitting their Medmont E300 topography maps to Alden Optical’s consultation team members, who will make the necessary calculations and recommend the best fit lens. Ultimately, Alden and Medmont plan to release AldenFit, a dedicated software module that automates the entire process. Practitioners would simply take standard Medmont topographical measurements; engage the AldenFit module, which would then calculate the best fitting lens specific to that patient’s HVID; and corneal sagittal depth. The companies expect the AldenFit software module to be available in the 4th quarter of 2013.

CooperVision
www.CooperVision.com

CooperVision, Inc. announced the launch of its Biofinity XR lens brand. The extension to its silicone hydrogel (comfilcon A) lens significantly expands Biofinity's range of sphere powers, allowing practitioners to fit a greater number of monthly replacement lens patients. This includes wearers with significant hyperopia or myopia currently using other lens brands or spectacles. Biofinity XR lenses will be available in powers from +8.50 to +15.00 (0.50 steps) and -12.50 to -20.00 (0.50 steps). The existing Biofinity line will continue to be available in +8.00 to -12.00 powers. With this launch, the Biofinity and Biofinity XR sphere lines now represent the widest available range of silicone hydrogel contact lenses from any major manufacturer, according to the company.

After expanding its Avaira toric lens parameters with plus powers this summer, CooperVision Inc. is launching a -2.25 cylinder power to further broaden the brand's range and potential wearer base. This allows potential contact lens wearers with more significant astigmatism to wear Avaira toric lenses. With this addition, Avaira toric lenses are available in sphere powers of -6.00D to +6.00D in 0.25 steps; -6.50D to -10.00D in 0.50 steps; cylinder powers of -0.75, -1.25, -1.75, and -2.25; and axes from 10 degrees to 180 degrees in 10 degree steps.
Gas Permeable Lens Institute (GPLI)

www.gpli.info

The Gas Permeable Lens Institute has introduced an entire module on Coding and Billing via the efforts of expert GPLI Advisory Committee member Dr. Clarke Newman and a special group of subcommittee members including Drs. Susan Resnick, Bob Grohe, Barry Eiden, Cheri Vincent-Riemer, and Mile Brujic. In addition to Dr. Newman's webinar (with a record 250+ number of participants), the module includes the following: FAQs section with answers to 34 commonly asked questions with an emphasis on coding and billing for specialty contact lens patients; a section on the 10 most common errors in coding and billing; three sample letters of medical necessity; a brochure for third party providers on what constitutes medical necessity; a list of commonly used codes.

MSD Corporation

info@viscon.net

The MSD Corporation, owners of MSD scleral contact lens design, is pleased to announce two new global partnerships: Ortolens – Serbia/Croatia and Happy Vision- Korea. These new partners add to the existing network which consists of Blanchard Contact Lens USA, Les Lab Blanchard Canada and Cardinal Contact Lens of Canada. Receiving KFDA approval in the Korean market is a milestone for the company. These partner companies will strengthen the brand in all international markets and continue to establish MSD as a leader in scleral lens technology. The MSD Corporation, established in 2006, is based out of Edmonton, Canada and strives to be a leading innovator in the contact lens industry. The MSD is a unique patented 15.8mm mini scleral intended for KC patients, post graft, post lasik, and other traumatized eyes.

University of California, Berkeley

http://newscenter.berkeley.edu/2013/08/28/myopia-control-clinic

Doctors at the University of California, Berkeley, are opening a new clinic to help combat an alarming rise in myopia which they attribute partly to the overuse of handheld electronics. “There are a number of factors involved in the increase of myopia, but I have no doubt that changes in lifestyle over the past several decades that include more time spent indoors and the early use of handheld computers play a big role,” said Dr. Maria Liu, head of the new Myopia Control Clinic at UC Berkeley’s School of Optometry. Liu noted that young children are particularly vulnerable because their eyes are still developing. She added that, in particular, nearsighted children under age 10 could benefit most from early intervention. The goal of UC Berkeley’s new Myopia Control Clinic, which will operate Thursdays and Sundays, is to slow down the progression of myopia while it is still in its early phase of development. In addition to providing conventional glasses to correct myopia, doctors will be offering treatments for controlling the condition’s progression, ranging from special contact lenses to prescription eye drops. The interventions offered at the UC Berkeley clinic are well-established, but new treatments are continually being developed. Dr. Christine Wildsoet, UC Berkeley professor of optometry and vision science, recently helped organize a meeting focused on finding ways to stem the epidemic of myopia in industrialized countries. The meeting, The Seventh Annual Berkeley Conference on Translational Research, brought together researchers from around the world. Among the topics discussed were the results of early trials of new drugs to slow myopia
progression and the interaction of environment and genetic predisposition. Patients can get more information or schedule appointments at the myopia clinic by calling (510) 642-2020, or by sending an email to myopiacontrol@gmail.com.

Dr. Anderson is a graduate of Indiana University and practices in suburban Chicago, Ill., specializing in keratoconus and post-surgical contact lens fit, as well as corneal reshaping and anterior segment disease. She is a contributor to many optometric journals and a clinical investigator for new contact lens designs and diagnostic equipment.

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