

EYE ON EDUCATION

Fall 2009

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ASCO NEWS

President Shipp Reports Progress on Priorities

Executive leadership development, faculty development, career promotion and technology collaboration—all priorities of ASCO President Melvin D. Shipp, OD, MPH, DrPH—topped the agenda at the Board meeting in Orlando in November.

An executive development session on faculty/CEO relations was facilitated by Dom DePaola, DDS, PhD, senior consultant, Academy for Academic Leadership. This was the second installment of Dr. Shipp's initiative to provide board development education to ASCO leadership as part of the organization's quarterly meetings. Roundtable discussions were held on the following topics:

- Building or reconstructing a college board
- Transitioning to a university environment from an independent college
- Building effective staff teams.

Progress in career promotion activities centered on the successful launch of OptomCAS, ASCO's centralized application service, and refined diversity initiatives being pursued by ASCO's diversity and cultural competency committee.

These include:

1. Updating diversity mini grant guidelines
2. Reviewing previous funded grants for successful outcomes
3. Developing a new cultural competency project for corporate consideration
4. Considering a recommendation to include cultural competence in the Accreditation Council on Optometric Education standards
5. Looking at consultants, such as committee members and outside experts, to be made available to ASCO member institutions
6. Participating at more minority recruitment conferences.

The president's technology collaboration initiative is being actively pursued by the Academic Affairs Committee, the Chief Academic Officers and the Informatics SIG. These groups are examining ways to foster collaboration among schools to use technology to develop virtual classrooms and related innovative teaching methods that advance faculty development. Ida Chung, OD, clinical assistant professor, SUNY State College of Optometry, will coordinate the project.

CE Guidelines Approved by ASCO Board

The ASCO Board of Directors approved guidelines for optometric continuing education at its meeting in November. Representatives of ASCO, the American Academy of Optometry, the American Optometric Association, the Association of Regulatory Boards in Optometry, and SECO International, LLC, formed the committee that developed the guidelines. The guidelines address issues related to industry support, disclosure and advertising to ensure that optometric education is free from commercial influence while creating a culture that supports this effort within the optometric community. Kristin Anderson, OD, Vice President for Institu-

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Late-breaking News:

ASCO Immediate Past President Amos Steps Down as UAB Dean.

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ASCO Special Interest Group (SIG) News

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 an active ASCO member institution.

Binocular Vision and Perception Educators

The Binocular Vision and Perception Educators SIG held its annual meeting in Orlando, Fla., in November. The meeting was chaired by Don Lyon, OD, of the Indiana University School of Optometry. Please contact LaShawn Sidbury at lsidbury@opted.org for additional information.

Clinic Directors & Administrators

Attendees at the annual meeting of the Clinic Directors & Administrators SIG held in Chicago in October gained insights from a full roster of featured lecturers and topics, including:

- Dr. Charles Mullen: Federal Funding for Clinical Training
- Lynn Gordon: Healthcare USA: Past, Present and Future
- Martha Lowenthal: Managed Care Contracting for Optometry
- Jill Maher: Economic Trends in Eye Care



Members of the Clinic Directors & Administrators SIG heard speakers on a wide variety of topics during the annual meeting in Chicago.

The weekend program also included exhibits by the workshop sponsors: Abbott Medical Optics, Alcon, Allergan, Bausch & Lomb, Carl Zeiss Meditec, Carl Zeiss Vision, CIBA Vision, Compulink Business Systems, EMRlogic, Essilor of America, EyeMed Vision Care, Genzyme, Haag-Streit, HOYA Vision, Keeler Instruments, Kowa, Marco, M&S Technologies, Optos, Topcon, Vision Service Plan,

Vistakon/TVCI and Volk Optical.

The Ophthalmic Optics Educators SIG joined the Clinic Directors & Administrators SIG for the Saturday sessions, which included:

- The Role of the Optical Dispensary in Clinical Education
- Dr. Jim Grue on Value-Driven Healthcare and Information Technology
- Dr. Barry Barresi, executive director of the American Optometric Association.

Attendees toured the Illinois College of Optometry and the Illinois Eye Institute. A total of 46 participants, representing 21 schools and colleges of optometry attended this meeting. Leonard V. Messner, OD, and Michael Chaglasian, OD, chaired the program.

Continuing Education Directors

Richard W. Phillips, OD, President, Southern College of Optometry, reported the ASCO Board unanimously approved Guidelines for Independent Continuing Education (ICE) at the annual meeting of the Continuing Education Directors SIG held in

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tional Advancement, Southern College of Optometry, represented ASCO.

The guidelines define and outline the following areas:

1. Independence of continuing education
2. Appropriate commercial support
3. Promotion of commercially supported education
4. Disclosures relevant to potential commercial bias.

The complete guidelines can be found when you [click here](#).

Dr. Heath Appointed to ABO Board

David A. Heath OD, EdM, President of the SUNY State College of Optometry, was appointed ASCO's representative to the American Board of Optometry (ABO).

“Dr. Heath brings broad experience as a dean and president of two optometric institutions, as well as extensive experience with ASCO and other not-for-profit leadership experience,” said ASCO President Dr. Mel Shipp. “In addition to his academic administration experience, Dr. Heath's analytical ability, keen intellect and extensive operational and governance experience will be invaluable to the ABO.”

President Shipp signed a Memorandum of Understanding to establish the ABO in September. ASCO joined the American Academy of Optometry, the American Optometric Association and the American Optometric Student Association in establishing the new board certification body. The ABO will develop and implement the framework for board certification and maintenance of certification.

New ASCO SIG Approved

The ASCO Board approved a new Special Interest Group (SIG) representing clinical optometric methods and procedures instructors at member institutions. Mark Rosenfield, BS (Optom), PhD, associate professor at SUNY State College of Optometry, organized the effort.

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Orlando in November. The group reviewed the ICE content and discussed strategies for implementation. For the time being, each institution will continue to use contracts and disclosure statements that comply with its rules and regulations.

Tammy Than, MS, OD, who chairs the Lectures and Workshops Committee of the American Academy of Optometry (AAO), discussed the profession's need to develop up-and-coming residents and junior faculty as speakers for the profession. Dr. Than noted that new speakers may have ample content but lack the organizational and presentation skills to provide a polished lecture. The group will develop a format and guidelines for a speaker development workshop and submit recommendations to the AAO for consideration. Dr. Than noted that a proposal should be submitted in early February for review by the AAO. Institutions will be asked to participate in the proposal, development and production phases of the workshop.

In other business, the group was informed that a sharepoint site was set up by SCO to provide CE Directors with a forum to share ideas, calendar items and events, and to discuss CE-related issues. Instructions for log-in will be sent to the group.

Jeffrey Weaver, OD, MBA, Executive Director of the American Board of Optometry (ABO), and David A. Heath, OD, EdM, Treasurer of the American Board of Optometry provided an update on the ABO and board certification. The PowerPoint presentation and sample PAMs will be provided to all ASCO CE Directors.

The CE Directors set the following goals for 2010:

1. Implement the Guidelines for Independent Continuing Education.
2. Increase communication among member institutions via the Sharepoint Site.
3. Compile a list of recommended faculty/alumni speakers and their respective topics to share with the group.
4. Submit proposal for a Speaker Development Workshop to the AAO for consideration. If the workshop is accepted, produce and seek funding to hold program at the AAO in 2010.

Susan Atkinson, SCCO Continuing Education Director, will chair the 2010 ASCO CE Directors SIG meeting, which will be held during the annual meeting of the AAO in San Francisco.

Development Directors

The 2009 Development Directors SIG meeting in Orlando in November featured the following presentations:

1. Planning Successful Reunions: Connie Scavuzzo, Director of Alumni Relations, ICO, and Ann Warwick, Vice President for Institutional Advancement, SUNY
2. Donor Insight: Larry Raff and Cam Tipping demonstrated a software tool to identify and target potential donors
3. Electronic Communications: Doreen Kleinman, Director of Alumni & Student Relations, NECO, presented on online communities; Lynne Corboy, Director of Development, PCO, presented on utilizing Facebook; Tammy Spath, Director of Philanthropy, UCB, presented on *Find A UC Berkeley EyeDoc*, *Donor Badge* and *Orbees*.

Ms. Gayle Glanville, Director of Development & Alumni Affairs, OSU, will chair the 2010 meeting in San Francisco. Potential topics include: measuring performance, major gifts, corporate funding and Orbees update.

Ethics Educators

The Ethics Educators SIG, with representatives from 14 schools and colleges of optometry, convened for its annual business luncheon in Orlando in November. John Classé, OD, JD, from the University of Alabama at Birmingham School of Optometry chaired the meeting.

Due to the proximity of the NBEO examination dates, the group decided to change the ASCO Student Award in Clinical Ethics submission deadline to Feb. 1, 2010. Sam

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The SIG's mission is to facilitate communication among instructors in the area of clinical optometric methods and procedures. Specific objectives include:

1. Exchange of syllabi and schedules, teaching objectives and laboratory manuals
2. Discussions on the impact of new teaching methods, the use of technology and case-based learning, laboratory design and faculty-student ratios
3. Research to evaluate new educational methodologies and interventions.

2009 Entering Class Profile Available

ASCO's "Profile of the 2009 Entering Class" is now available on the ASCO Web site. The profile includes all 20 member schools, and it provides key information, such as average OAT scores, average GPA and number of students enrolled by school. This information is available when you [click here](#).

Applications Available For Student Award in Clinical Ethics



Shared Passion for Healthy Vision and Better Life

The annual Student Award in Clinical Ethics, sponsored by CIBA Vision Corporation, is available to students in the final 2 years of their professional program at an ASCO-affiliated school or college of optometry in the United States, Puerto Rico and Canada. The application consists of an essay of up to 1,500 words, describing a patient-based case study encountered as part of a student's clinical learning experience. The essay must describe and discuss the ethical theories and values that were used in the decision-making process and address relevant state laws relating to the case (if applicable). The essay must be submitted in a publishable quality format.

Each school or college of optometry is permitted to submit one essay. A committee of the ASCO Ethics Educators Special Interest Group will select one national

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Quintero, OD, and Lawrence S. Thal, OD, MBA, joined the group to discuss the purpose and activities of the Practice Management Educators SIG. Michael G. Harris, OD, JD, MS, led a discussion on "Ethics and Independent Contractors," which described the ethical and legal conflicts raised by employment contracts for associates that were misrepresented as independent contractor agreements. Please contact LaShawn Sidbury, lsidbury@opted.org, for additional information.

Externship Directors

The Externship Directors SIG met in Chicago in October for a daylong workshop to share information and discuss a variety of topics relevant to the group. Greg Nixon, OD, and Martina Fredericks co-chaired the meeting. Twenty-three attendees represented the schools and colleges of optometry, along with Linda Casser, OD, Executive Board Liaison, Les Caplan, OD, Senior Consultant from ASCO, and Dana Beards from University Relations at VSP.

Representatives from affiliated programs at the Veterans Administration, the US Army and the US Navy presented reports, and the representative for the Indian Health Service, who was unable to attend, submitted a written report.

Brian Caden, OD, MA, and Heidi Thoden, OD, will co-chair the meetings in 2011 and 2012. The 2010 meeting will be held on Sept. 30 in Birmingham, Ala.

International Optometric Educators

The International Optometric Educators SIG held its inaugural meeting in Orlando in November. ASCO President Melvin D. Shipp, OD, MPH, DrPH, welcomed the attendees and expressed ASCO's best wishes on the formation of this new SIG. The goal of the meeting was to identify areas in which this SIG could be involved internationally. Meeting Chair Bina Patel, OD, presented an overview of the SIG formation survey that was sent to all US institutions.

The program included the following guest speakers:

- Dr. George Woo, President of World Council of Optometry (WCO), who spoke about the WCO and gave a presentation on "Optometric Education – Developments in China"
- Dr. Luigi Bilotto, Director of Global Human Resource Development of the International Center of Eyecare Education, who gave a presentation on "A Needs Driven Global Eye Care Challenge"
- Dr. Michael Heiberger of SUNY College of Optometry, who gave a brief presentation about the activities of the newly formed Vision 2020 USA group.

Breakout sessions followed the presentations. Faculty representing nine US and two Canadian optometric institutions attended the meeting. The group thanked Dave Sattler from Alcon for providing sponsorship for the luncheon event. Yi Pang, OD, PhD, will chair the next meeting.



Members of the Externship Directors SIG confer during their annual meeting in Chicago in October. Left to right: Dr. Nancy Peterson-Klein, Dr. Lisa Christian, Dr. Charles Haine, Marti Fredericks, Dr. Greg Hutcheson and Dr. Greg Nixon.

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recipient. The essay, publication release form and a photo of the student (if possible) must be submitted electronically to the ASCO National Office by Feb. 1, 2010. The award recipient will be announced by March 1, 2010. The award consists of a plaque and a cash award of \$1,000.

Each school/college should submit its essay electronically to LaShawn Sidbury, Program Manager, at lsidbury@opted.org.

Dr. Register Represents ASCO In Interprofessional Group

Shilpa J. Register, OD, a faculty member at The Ohio State University College of Optometry, joined the Consultation Group on Interprofessional Professionalism (CIPP) as ASCO's representative. Established in 2006, the CIPP addresses a void in many healthcare professions with regard to standards and definitions of professionalism within and across healthcare disciplines. Through its work, the CIPP hopes to improve communication and collaboration among the healthcare disciplines with the aim of better patient-centered care.

According to Dr. Register, the CIPP has evaluated current definitions of professionalism, methods of teaching professionalism and measurement of professionalism within each of the participating professions through surveys. Using these data, the CIPP developed a set of interprofessional professionalism behaviors common to all professions and ensured that these behaviors reflected what professionals would look like when interacting with one another in relation to patient-centered care.

Future goals include the development of professionalism tools that can be used by admissions professionals, faculty and private practitioners to ensure that members of the profession understand and display appropriate behaviors to encourage collaboration and communication to optimize patient-centered care. "We hope to promote a culture that values and fosters individual competence while improving

Low Vision Educators

At its annual meeting in Orlando in November, the Low Vision Educators SIG reviewed proposed objectives for Low Vision Competencies, which were presented by the writing group, and discussed plans for the summer 2010 meeting: Teaching Techniques for Specific Competencies. Pamela R. Oliver, OD, MS, chaired the meeting. Please contact LaShawn Sidbury, lsidbury@opted.org, for additional information.

Ophthalmic Optics Educators

The Ophthalmic Optics Educators SIG met in October in Chicago, where attendees also had the opportunity to tour the Illinois College of Optometry and the Illinois Eye Institute.

For the first time, the OOE SIG meeting was held in conjunction with the meeting of the Clinic Directors SIG. The joint meeting allowed the OOE SIG to present "The Role of the Optical Dispensary in Clinical Education."

Sessions held during the regular OOE meeting included:

- The Joe Bruneni Lecture series with guest speaker Prof. Jocelyn Faubert
- Journaling in Optics with Prof. Michael Keating
- Protecting the Eyes Against Ultraviolet Radiation with Karl Citek, OD, PhD.

Geoffrey Goodfellow, OD, chaired the meeting, and Michele Self was co-chair.

The 2010 meeting of the Ophthalmic Optics Educators SIG is scheduled for July 22-24 at Transitions, Inc., headquarters in Florida.

Optometric Informatics

The Optometric Informatics SIG held its annual meeting in November in Orlando. The meeting, which was chaired by Sharon Tabachnick, PhD, focused on addressing the possibility of a name change, revised mission statement guidelines and Web site. The SIG will be chaired by Scott Steinman, OD, PhD, and co-chaired by Charles Haine, OD, MS, and James Kundart, OD. Please contact LaShawn Sidbury, lsidbury@opted.org, for additional information.

Practice Management Educators

Sam Quintero, OD, chair of the ASCO Practice Management Educators SIG, and Lawrence S. Thal, OD, MBA, chair of the Association of Practice Management Educators announce the Third Edition of *Business Aspects of Optometry*, a collaborative effort of the two organizations published by Elsevier Health Sciences.

The goal of this textbook is to provide a core body of knowledge for students and a common curriculum among the schools. "The cooperation by faculty members who teach practice management to produce this book has been extraordinary," Dr. Quintero said. "It is the product of over two decades of collaboration intended to improve the quality of practice management education in the schools and to elevate the standing of practice management as a discipline."

The third edition includes new chapters on diverse topics, including:

- Debt management
- Principles of practice transfer
- Ethics
- Coding and billing
- Financial decision-making

"Practice management is not a subject that can be taught readily in the classroom," Dr. Thal said. "To be learned meaningfully, practical experience is needed. However, there are technical aspects of business administration and law that must be mastered before practical application is feasible. It is to those subjects, and to the broader principles of business management, that this book has been directed."

[Click here](#) for more information.

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practice and academic environments," Dr. Register said.

The CIPP consists of representatives from the following organizations:

- American Association of Colleges of Nursing
- American Association of Colleges of Osteopathic Medicine
- American Association of Colleges of Pharmacy
- American Dental Education Association
- American Physical Therapy Association
- American Psychological Association
- American Speech-Language-Hearing Association
- Association of American Medical Colleges
- National Board of Medical Examiners
- Association of Schools and Colleges of Optometry
- American Veterinary Medical Association

For more information on the CIPP, contact Dr. Register at register.8@osu.edu.

Summer Institute for Faculty Development

It was a time for reflection and goal-setting as well as sharing ideas and ramping up personal motivation for the 34 faculty members who attended ASCO's third Summer Institute for Faculty Development in St. Louis in July.

A highlight of the 4-day program was a mentoring session in which participants were assigned to work with one of eight mentors to help develop long-term career goals, corresponding objectives and specific action steps to achieve their goals. This session was rated the most important component of the Institute by many participants.

The Institute, which was developed by ASCO's Chief Academic Officers Group, was held at the Eric P. Newman Education Center, Washington University Medical Center Campus, in St. Louis. Funding was provided by Alcon Laboratories; CIBA Vision, a Novartis Company; Essilor Lenses/Varilux; Vistakon, a Division of Johnson & Johnson Vision Care; and Wal-Mart.

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Residency Educators

Topics for discussion during the meeting of the Residency Educators SIG included: the ACOE new residency accreditation standards; AAO Residents Day/Networking Luncheon; and the ORMS residency matching program.

The group also discussed the activities of the ASCO Residency Affairs Committee and opportunities for optometrists in the Veterans Administration healthcare system. A panel discussion was moderated by Douglas J. Hoffman, OD, with a presentation from Lori Vollmer, OD, on The Future of Residencies: Costs vs. Benefits.

David S. Loshin, OD, PhD, and Dr. Hoffman co-chaired the meeting, which was held in Orlando in November.

Program chairs were Linda Casser, OD, and Charles Haime, OD, MS. Janice Scharre, OD, MA, delivered the keynote address. ASCO extended a special thank you to the National Board of Examiners in Optometry for being a major contributor to the closing reception.

Planning has begun for the next Summer Institute for Faculty Development, scheduled for July 2011.



Faculty members from 18 of the member schools and colleges of optometry attended ASCO's 4-day Summer Institute for Faculty Development in St. Louis.

Future Meetings

	Unless otherwise indicated, the contact for all meetings is LaShawn Sidbury (lsidbury@opted.org).
MARCH 2010	The March meetings will be held at the Blackwell Hotel in Columbus, Ohio.
March 19	Executive Committee Meeting (morning); Board of Director's Special Events (afternoon)
March 20	Board of Directors Meeting
JUNE 2010	The June 2010 meetings will be held in conjunction with the AOA meetings in Orlando, Fla. *The Student Affairs Committee and the Student Affairs Officers meetings will be held in conjunction with the NAAHP National Meeting at the Atlanta Marriott Marquis in Atlanta, Ga.
June 14	Chief Academic Officers
June 15	Executive Committee; Student Affairs Committee*; Contact: Paige Pence (ppence@opted.org)
June 16	Annual Leadership Luncheon; Contact: Christine Armstrong (carmstrong@opted.org)
June 18	Corporate Contributors Advisory Board Breakfast; Contact: Christine Armstrong (carmstrong@opted.org)
June 15-16	Annual Meeting; Student Affairs Officers*; Contact: Paige Pence (ppence@opted.org)
JULY 2010	
July 15-16	Low Vision Educators SIG; Location TBD, Bloomington, Ind.
July 22-24	Ophthalmic Optics Educators SIG; Location TBD, St. Petersburg, Fla.
SEPTEMBER/ OCTOBER 2010	The September/October 2010 meetings will be held in Birmingham, Ala. The contact for these meetings is Dr. Les Caplan (lcacc@comcast.net).
September 30	Externship Directors SIG
October 1-3	Clinic Directors & Administrators SIG
NOVEMBER 2010	The dates below are tentative; these meetings will be held in conjunction with the AAO meetings in San Francisco, Calif.
November 15	Executive Committee Meeting
November 16	Board of Directors
November 17	Optometric Informatics SIG; Vision Science Librarians SIG
November 18	Binocular Vision & Perception Educators SIG; Development Directors SIG; Ethics Educators SIG; International Program Directors SIG; Joint ASCO/AOA Executive Committee; Low Vision Educators SIG; Partnership Foundation; Residency Educators SIG; Vision Science Librarians SIG
November 20	Chief Academic Officers; Continuing Education Directors SIG; SIG Meeting/Orientation; Vision Science Librarians SIG Meeting

Vistakon, American Optometric Foundation Announce Fellowship And Grant Recipients



Vistakon, Division of Johnson & Johnson Vision Care, Inc., and the American Optometric Foundation (AOF), announced recipients of the Vistakon Ezell Fellowship program as follows:

- Eric Ritchey, OD, MS, The Ohio State University College of Optometry
- Vidhyapriya Sreenivasan, BSOptom, MSc, University of Waterloo College of Optometry, Canada.

Each recipient will receive \$8,000 toward his graduate education and \$750 in travel grants to the annual meetings of the American Academy of Optometry and the Association for Research in Vision and Ophthalmology.

The AOF-Vistakon Research Grants were awarded as follows:

- \$25,000 Grant: The Effect of Contact Lens Materials on Expression of *Pseudomonas Aeruginosa* Virulence Factors

Frank Anasrasopoulos, MSc, and Carol Lakkis, BScOptom, PhD, Clinical Vision Research, Australian College of Optometry

- \$10,000 Grant: Nerves and Neuropeptides in Contact Lens Related Dry Eye

Blanka Golebiowski, BOptom, PhD, and Isabelle Jalbert, OD, PhD, School of Optometry and Vision Science, The University of New South Wales, Australia.

These are highly competitive research awards, with the recipients selected solely by the American Optometric Foundation from a record 24 qualified applicants.

B&L Launches Web Site for Eyecare Professionals



Bausch & Lomb has launched an interactive portal to support its Center for Patient Insights. According to the company, the goal of the Center, which was initiated in June, is to deliver news, insights and trends to eyecare professionals to help them better understand and meet patients' needs. The Web site will aggregate this information and serve as an easy-to-use point of entry for eyecare professionals.

"The new Center for Patient Insights Web site will make it faster and easier for eyecare professionals to learn about insights that can help them grow their practices and increase patient loyalty," said Steven Robins, President, North America, Vision Care. "The site provides balanced information that can help eyecare professionals make informed decisions about their practices."

You can access this site by [clicking here](#).

B&L Announces New Director of Medical Affairs

Bausch & Lomb *Perfecting Vision. Enhancing Life.®*

Bausch & Lomb appointed Mohinder Merchea, OD, PhD, MBA, FAAO, FBCLA, director of Medical Affairs, North America, Vision Care. Dr. Merchea will serve as the department's liaison to academic institutions and professional organizations, communicating with key leaders in the field and representing the views of eyecare professionals to the company.

"In this new role, Dr. Merchea will allow us to provide more integrated educational support for future and current practitioners and support for eye care associations, organizations and academic institutions," said Joseph T. Barr, OD, MS, Vice Presi-

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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
Allergan	Bausch & Lomb
Carl Zeiss Vision	CIBA Vision
Compulink Business Systems	CooperVision
Essilor of America	Genzyme
Haag-Streit	HOYA Vision Care, North America
Keeler Instruments	Luxottica/EyeMed Vision Care
Marco	Marchon
M&S Technologies	Ophthonix, Inc.
Optos North America	Optovue, Inc.
Safilo 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, 2009

dent of Global Clinical and Medical Affairs and Professional Services.

Dr. Merchea is a graduate of The Ohio State University College of Optometry and completed a combined Advanced Practice Fellowship in cornea and contact lenses and a master's of science in physiological optics. He earned a PhD in Vision Science and an MBA at the Fisher College of Business at The Ohio State University. Dr. Merchea is a Diplomate in the Cornea, Contact Lens and Refractive Technologies section of the American Academy of Optometry, a fellow of the British Contact Lens Association, and a member of the American Optometric Association and the Association for Research in Vision and Ophthalmology.

Alcon Launches Opti-Free GP



Alcon has launched Opti-Free GP Multi-Purpose Solution, a contact lens cleaning and disinfecting product for patients who wear gas-permeable contact lenses. “There was such an overwhelming response when Unique-pH Multi-Purpose Solution was discontinued that we are launching the formulation with a new, more recognizable package and name,” said Jim Murphy,

Vice President and General Manager of Consumer Products.

According to the company, Opti-Free GP uses the same HP-Guar system found in Systane lubricant eye drops. It works by automatically adjusting product viscosity in the eye for all day lens wear comfort. The product contains Tetronic 1304, which enhances lens surface wettability to improve comfort throughout the day, and Polyquad, a PHMB-free preservative system.

Haag-Streit to Distribute Canon Mydriatic Retinal Camera With EyeCap FA System



Haag-Streit is now distributing Canon's CF-1 mydriatic retinal camera for use with its EyeCap FA image management system.

According to the company, the EyeCap FA imaging system captures and stores images from retinal cameras, including the Canon CR-1, and securely manages ophthalmic imaging resources by interfacing with other Haag-Streit devices. The system enables eyecare practitioners to annotate notes directly onto the images and incorporates diagnostic tools for precise measurements and tracking. The system provides multiple views, including thumbnails and side-by-side, and it is network ready and secure.

The Canon CF-1 mydriatic retinal camera provides high-resolution color, red-free and fluorescein angiography imaging.

For more information, [click here](#).

Keeler Announces Wireless Digital Indirect Ophthalmoscope

Keeler

Ophthalmic Instruments

The new Digital VantagePlus LED indirect ophthalmoscope from Keeler is the first wireless indirect ophthalmoscope able to produce digital images, according to the company. This instrument retains all of the original features of the VantagePlus LED, with the addition of an integrated digital camera to capture video and still images. Images are accessed using the intuitive Keeler software via a USB interface and are compatible with other video packages capable of receiving video input from a USB source.

The software outputs images as seen through the VantagePlus LED binocular indirect in various digital formats, making it an ideal teaching tool. In addition, it can be used in telemedicine and as a method of documentation.

To view images captured with the Digital VantagePlus LED, and a demonstration video, [click here](#). For more information, [click here](#); or call (800) 523-5620.

4-Mirror Gonio Lens Options From Volk



The Volk 4-mirror gonioscopy lens is available in two magnifications: Traditional (1.0x) does not alter the size of the structure you are viewing; high magnification (1.5x) provides a higher level of detail in the anterior chamber.

There are also two contact options. The flanged version requires a coupling fluid and provides superior stability, while the no-flange version does not require the fluid and reduces the time needed to ap-

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ply the lens and examine the patient. Holding options include: Small or large ring, which keeps your hand close to the patient's brow and can aid in stabilizing the lens, as well as a two-position angle (straight and 45°) to keep your hand away from the patient's face.

According to the company, this product has consistently positioned mirrors at 64° and an all-glass lens, providing fine image quality of the chamber angle. For more information, contact Volk at (440) 942-6161, or volk@volk.com.

INDUSTRY SPOTLIGHT



SEE BEYOND THE ORDINARY®



New Time-saving Web Tool for Practitioners

Online visitors will help New Eyes for the Needy during site launch.

As eyecare professionals increasingly look for new ways to speed in-office patient care, CooperVision is responding by dramatically reducing the time it takes to prescribe the best fitting option for contact lens patients. The LensLocator is a first of its kind online tool that allows doctors to easily search CooperVision's extensive portfolio of contact lenses to identify the most appropriate choices in seconds rather than several minutes. The LensLocator can be accessed by practitioners from a computer or Web-enabled smart phone at <http://www.LensLocator.com>.

To celebrate the launch of the new site, CooperVision will donate \$1 to New Eyes for the Needy for each visitor to [LensLocator.com](http://www.LensLocator.com), up to \$5,000. New Eyes for the Needy is a nonprofit volunteer organization that helps improve vision by providing new and recycled eyeglasses to children and adults worldwide.

CooperVision, a unit of The Cooper Companies, Inc., is one of the world's leading manufacturers of soft contact lenses. Dedicated to enhancing the contact lens experience for practitioners and patients, CooperVision specializes in lenses for astigmatism, presbyopia and ocular dryness. CooperVision manufactures a full array of monthly, two-week and daily disposable contact lenses featuring advanced materials and optics. For more information, [click here](#).

Dr. Scott Elected President of NECO



Clifford Scott, OD, MPH

Clifford Scott, OD, MPH, was elected president of the New England College of Optometry. In assuming this position, Dr. Scott also becomes president of the New England Eye Institute, the college's patient care and clinical education subsidiary.

A NECO faculty member since 1970, Dr. Scott has held a variety of positions, ranging from clinical instructor to department chair. During his 18 years as the chief of optometry at an affiliated VA hospital, he expanded and enhanced student rotations and initiated the optometric residency program. He was promoted to professor in 1990 and was awarded tenure in 2005 after becoming a full-time academic faculty member.

"Cliff's core values are in remarkable alignment with those of the College," said Steven P. Manfredi, Chair of the Board of Trustees. "He is deeply committed to shaping the future of optometry and to developing educational policies that prepare graduates to practice in the healthcare landscape of the next decade. ... We are fortunate to have someone with Cliff Scott's experience, passion and integrity take the helm of the New England College of Optometry as we navigate the next passage of this institution's remarkable journey."

Dr. Smythe Named Dean at PUCO



Jennifer Smythe, OD, MS

Jennifer Smythe, OD, MS, was appointed Dean of Optometry at Pacific University. Dr. Smythe has been serving a temporary appointment as Dean since 2008.

"Dean Smythe was commended by the faculty for her demonstrated effectiveness, communication skills and ability to evaluate and promote consensual change in a very positive manner," said optometry faculty chair Nada J. Lingel, OD.

A PUCO graduate, Dr. Smythe also earned her MS in Clinical Optometry there. Since her residency in contact lenses, she has held various positions within the college, including Professor, Chief of Contact Lens Services and Associate Dean for Academic Programs. In 2006, Dr. Smythe was named to *Vision Monday's* "50 Most Influential Women in Optical." She brings prolific publication, service and experience to her post.

"This is a special and unique time in Pacific's history," Dr. Smythe said. "We are in the midst of developing a more comprehensive and collaborative health education approach that will support the type of innovative, interdisciplinary work we want to bring to our students. As we speak, we're building the future of healthcare education."

Dr. Cron Appointed MCO Dean



Michael T. Cron, OD

Michael T. Cron, OD, was appointed dean of the Michigan College of Optometry in August. Dr. Cron has held various positions at MCO over 33 years, including chief of Pediatric Optometry Services, interim director of the Campus Clinic and professor and associate dean.

A graduate of the Illinois College of Optometry, Dr. Cron continues to be involved in postgraduate seminars and courses, including an MS in Clinical Research Design and Statistical Analysis from the

University of Michigan, School of Public Health. He began his career in private practice in Spring Lake, Mich.

In addition to his campus experience, Dr. Cron has been active on the state and national level with various professional organizations. He has more than 35 publications, including three book chapters and one manual, on topics including pediatric visual acuity, visual information processing, child development and current literature relevant to developmental and behavioral optometry.

Dr. Freddo Appointed to Second Term at Waterloo



Thomas F. Freddo, OD, PhD

The University of Waterloo School of Optometry announced that Thomas F. Freddo, OD, PhD, has been appointed to a second term as Director of the School of Optometry and Associate Dean of the Faculty of Science.

"Since his arrival, Dr. Freddo has used his vast wealth of knowledge and expertise to develop a dynamic vision for Waterloo's School of Optometry," said UW President David Johnston. "We are thrilled that he has committed to serving a second term as Director and will lead the school through this important time of reinvention and growth in the optometric profession in Canada, while enhancing our international research profile."

(School News cont'd on page 11)

Dr. Freddo joined the University of Waterloo in 2006, having served as Professor of Ophthalmology, Pathology and Anatomy at Boston University School of Medicine, where he also served as Senior Consultant in Diagnostic Ophthalmic Pathology and Vice-Chairman for Research in the Department of Ophthalmology. For 23 years, Dr. Freddo practiced comprehensive optometry on the staff of the Boston Medical Center hospital. He is a graduate of the University of Connecticut and the New England College of Optometry. He earned his PhD at Boston University School of Medicine, where he also completed a Fellowship in Ophthalmic Pathology.

WUHS Welcomes First Optometry Class



The inaugural class of WUHS College of Optometry.

Western University of Health Sciences College of Optometry in Pomona, Calif., welcomed 78 students into its inaugural class during University Welcome Week in August. Hilary L. Hawthorne, OD, president of the California Optometric Association, welcomed students into the profession.

The week culminated with the College's first White Coat Ceremony, featuring keynote speaker Pacific University Dean Emeritus Willard Bleything, OD, MS, followed by the university-wide convocation and the President's Welcome Barbecue.

PCO to Bring First Optometry Degree Program to Poland

In March 2010, Pennsylvania College of Optometry will launch a dual Bachelor of Science/Master of Science degree program in clinical optometry in Poland. Sponsored by the European Union, this is the first degree program in optometry to be offered in Poland.

According to Abraham Gonen, OD, International Program Director and Associate Dean at PCO, the new program will be in conjunction with the largest ocular HMO in Poland, and PCO will collaborate with several ophthalmologic hospitals for clinicals.

SCO Launches Online CE

Southern College of Optometry now offers COPE-approved online continuing education courses for alumni and friends. The initial offering, Amblyopia Update and Low Vision Referral Patterns, was developed during SCO's Resident's Day.

Anyone can view courses, but registration is required to take

the post-test and receive CE credit. During the initial launch year, there will be no charge for the online course.

SCO welcomes feedback, input and suggestions as the college continues to develop future online CE offerings. To view courses, [click here](#).

Chinese Low Vision Specialists Train at SUNY

College Establishes Confucius Institute

As part of a cooperative project between SUNY State College of Optometry and Wenzhou Medical College in China, a team of low vision specialists from Wenzhou's School of Optometry and Ophthalmology will spend 5 weeks at the college to observe, plan and discuss the development of a Center of Excellence in Low Vision and Vision Rehabilitation in Wenzhou.

Dr. Rebecca Marinoff and Ms. Nancy Cohen will assist the Wenzhou team in developing curricula to train practitioners and ancillary personnel to better recognize, examine, treat and rehabilitate low vision patients. The Wenzhou staff will become trainers for other low vision programs in China and the new Center will be a model for comprehensive care for the partially sighted in China.

This three-year project is partially funded through a \$430,000 grant from the Lavelle Fund for the Blind. Dr. Michael Heiberger is the project director and Drs. Richard Soden, William O'Connell and Jay Cohen have been working closely with the Wenzhou team.

The collaboration between the SUNY College of Optometry and researchers and medical institutions in China was advanced with the award of an annual \$150,000 grant from the Chinese government to establish a Confucius Institute. According to Dr. Heiberger, Institute Director, the institute will provide courses in Chinese language and culture, as well as courses that address the healthcare system in China. "Classes will be open to anyone in the metropolitan area who plans on working or studying in China," he said.

OSU Announces Faculty Awards And Grants

Karla Zadnik, OD, PhD, was selected a 2009 Ohio Most Powerful and Influential Woman by the National Diversity Council. Dr. Zadnik also was named Ohio Optometrist of the Year at the East/West Eye Conference in Cleveland, and she received the Max Schapero Memorial Lecture Award at the annual meeting of the American Academy of Optometry (AAO) in Orlando, Fla.

Kelly K. Nichols, OD, MPH, PhD, received the Irvin M. and Beatrice Borish Award at the AAO annual meeting. The award is given to an outstanding young researcher.

The Congressional Glaucoma Caucus Foundation, Inc., awarded a \$20,000 grant to Jacqueline Davis, OD, to establish

(School News cont'd on page 12)

Dr. Amos Steps Down as UAB Dean

Will remain on faculty for several months to ease transition.

In an e-mail Dec. 7, John F. Amos, OD, MS, announced he is stepping down as Dean of the University of Alabama at Birmingham School of Optometry, effective Dec. 31.

"I have had the good fortune to be a faculty member in the UAB School of Optometry for 37 years," Dr. Amos stated in his e-mail. "The development and ultimate success of the School and its programs are a direct reflection on the quality of the faculty, staff, students and alumni. These years have provided me many wonderful memories of the friendships formed, the exciting environment that exists for teaching, scholarship and service, and the many accomplishments achieved. I certainly want to thank everyone for their support during the past nine years during which I have had the privilege of serving as Interim Dean and Dean."

Dean Amos is immediate past president of ASCO, having served two terms. During his tenure, he promoted graduate education in the schools and colleges of optometry and strove to revitalize the growth of residency education and increase the residency applicant pool. Among his accomplishments was the establishment of OptomCAS, the centralized application service.

"Our profession has been well-served and advanced by the professional accomplishments of Dean John Amos."

*Dr. Mel Shipp
ASCO President*

Upon learning of Dean Amos's announcement, ASCO President Melvin D. Shipp, OD, MPH, DrPH, stated: "Dean Amos is highly respected as an optometric educator and administrator and as a master clinician. He is a distinguished member of the academic and professional community, and his scholarly and clinical contributions are numerous and significant. His positions of leadership within professional optometric organizations—notably, the Association of Schools and Colleges of Optometry, the American Optometric Association and the American Academy of Optometry—attest to the recognition of his talents by his peers. Our profession has been well-served and advanced by the professional accomplishments of Dean John Amos. He will be truly missed by his colleagues and friends upon his retirement."



a community-based glaucoma screening program. Dr. Davis also received the Morton W. Silverman 2009 Outstanding Student Project Award (Vision Care Section) at the American Public Health Association convention in Philadelphia for her master's of public health project.

Ewen King-Smith, PhD, received a 4-year \$1,249,500 National Institute of Health grant for "Interferometric Studies of the Fluid Dynamics of the Tear Film."

IUSO Professor Publishes New Edition on Ocular Accommodation

The third edition of *Ocular Accommodation, Convergence, and Fixation Disparity: Clinical Testing, Theory and Analysis*, by David A. Goss, OD, PhD, is available from OEP Press. Dr. Goss is a professor of optometry at the Indiana University School of Optometry. The textbook's primary audience is first and second year optometry students.

Desk copies of this and other texts are available to optometric faculty members upon request via e-mail. Write to Bob Williams at rwilliams@oep.org. For more information, contact the OEP Foundation, 1921 E. Carnegie Avenue, Suite 31, Santa Ana, CA 92705; phone (949) 250-8070.

Foundation Welcomes New Contributing Partners, Appoints Officers

The North Dakota Optometric Association (NDOA) is the newest Contributing Partner of the Partnership Foundation for Optometric Education. The NDOA joins 17 national, regional and state contributing partners, 17 schools and colleges of optometry, and corporate partners in supporting the Partnership Foundation.

At its annual meeting in November, the Partnership Foundation Board of Directors appointed the following officers for the 2010 term:

President: John F. Amos, OD

President-Elect: Peter Kehoe, OD

Secretary-Treasurer: Earl L. Smith, III, OD, PhD

Immediate Past-President: Richard L. Wallingford Jr., OD

The Partnership Foundation also welcomed two new ASCO representatives to the Board. Kevin L. Alexander, OD, PhD, and Linda Casser, OD, will succeed David S. Loshin, OD, PhD, and Arol R. Augsburger, OD, who have completed their terms.

For more information about the Partnership Foundation, contact Christine Armstrong, Director, at (301) 231-5944 x 3018 or carmstrong@opted.org.

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this "true partnership" is making a long-term
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