Dr. Smith Elected ASCO President

Urges collaboration to promote profession, increase applicant pool

Earl L. Smith, III, OD, PhD, Dean of the University of Houston College of Optometry, was elected president of the Association of Schools and Colleges of Optometry at its annual meeting in Orlando, Fla., in June. Dr. Smith called for collaboration with the American Optometric Association to promote optometry and increase the applicant pool to the schools and colleges. Dr. Smith’s other priorities for his presidency include:

- Continuing to develop and hold mini CEO workshops on governance, leadership and management topics
- Reaching out to new and emerging institutions
- Continuing efforts to streamline and focus ASCO board meetings on board-related action issues and to make meetings more efficient, productive and informative
- Fostering increased communication among the board, board liaisons to the SIGs and the SIG leadership and participants

Officers for the new program year, which began July 1, include:

- Earl L. Smith, III, OD, PhD, President
- Kevin L. Alexander, OD, PhD, President-Elect
- David A. Heath, OD, EdM, Secretary-Treasurer
- Jennifer Smythe, OD, MS, At-Large Member
- Melvin D. Shipp, OD, MPH, DrPH, Immediate Past-President

New Schools Introduced at Annual Leadership Luncheon

Dr. Amos Honored

More than 120 representatives and leaders in the optometric community attended ASCO’s Annual Leadership Luncheon, held in Orlando, Fla., in June. Among the highlights of this year’s luncheon were presentations by the deans of the three new optometry schools.

Donald Jarnagin, OD, Interim Dean, provided a briefing on Midwestern University Arizona College of Optometry, in Glendale, Ariz. Hani Ghazi-Birry, MS, MD, OD, PhD, OCS, Founding Dean of the University of the Incarnate Word School of Optometry, presented an overview of the San Antonio, Texas, institution, and Elizabeth Hoppe, OD, MPH, DrPH, Founding Dean, showed a video history of the first year at Western University for Health Sciences College of Optometry, Pomona, Calif.

ASCO honored John F. Amos, OD, MS, past president of ASCO and retired dean at

(ASCO News cont’d on page 2)
the University of Alabama at Birmingham School of Optometry. ICO President Arol Augsburger, OD, MS, praised Dr. Amos for his 45 years of service to optometry. During his tenure at the UAB School of Optometry, Dr. Amos was Director of the Eye Clinic in the UAB Diabetes Research and Education Hospital, Founding Director of the School of Optometry Residency Programs, Chair of the Department of Optometry and Director of the Professional Program, Interim Dean and Dean. He served ASCO as a two-term president. The ASCO Board presented Dr. Amos with a resolution in his honor at its Annual Meeting in June.

ASCO’s Annual Leadership Luncheon was generously sponsored by HOYA Vision Care. Barney Dougher, President of HOYA Vision Care, welcomed the profession’s leadership and affirmed his company’s support of optometry, the schools and colleges, student leaders and ASCO.

Board Establishes New Standing Committee, Addresses Residency Accreditation

The ASCO Board of Directors established the International Optometric Education Committee through bylaws change at the 2010 Annual Meeting in Orlando, Fla. The mission of the new standing committee is to promote optometric education worldwide through professional degree programs, and to disseminate academic and continuing education materials. David S. Loshin, OD, PhD, Dean of Nova Southeastern University College of Optometry, is the committee chair.

In other business, the Board approved a Residency Affairs Committee motion recommending that all residency programs at or affiliated with a school or college of optometry should be accredited once eligible. To establish accreditation, new programs should have a site visit by the Accreditation Council on Optometric Education within one year of enrollment of its first resident.

Dr. Hoppe Honored For Service to ASCO Journal

New Editor Takes the Reins

The ASCO Board of Directors presented Elizabeth Hoppe, OD, MPH, DrPH, with a resolution in appreciation of her service to ASCO, most notably her years as Editor of the journal Optometric Education.

During her tenure as Editor, Dr. Hoppe introduced innovative new columns and departments to engage readers, spark interaction and create an environment that is conducive to open exchange among optometric educators on timely and important topics. In addition to serving as Editor and mentoring authors, Dr. Hoppe also was a frequent contributor to the journal, and she was a 2007 recipient of the Dr. Lester Janoff Award for Writing Excellence.

Dr. Hoppe has served ASCO in various other roles, including Chair of the Critical Issues Seminar on Defining Entry Level Competencies, which led to the development of a Model for Entry Level Determination. She also served on the Financial Affairs Committee, the Academic Affairs Committee, the Evidence-Based Health Care Task Force, as Board Liaison to the Optometric Informatics Special Interest Group, and as a presenter and mentor at the Summer Institute for Faculty Development.

Dr. Hoppe was succeeded as Editor by Aurora Denial, OD, FAAO, Associate Professor at the New England College of Optometry.

Dr. Denial Receives Janoff Award

Aurora Denial, OD, FAAO, is the latest recipient of the Dr. Lester Janoff Award for Writing Excellence, presented by ASCO’s Board of Directors. Dr. Denial was recognized for outstanding writing for works published in the ASCO journal Optometric Education.

“I was honored to receive this award and would like to thank ASCO,” Dr. Denial said. “As a faculty member, I feel strongly that part of my responsibility is to contribute to the optometric literature, and I look forward to contributing in the future.”

The biannual award is named in honor of Dr. Lester E. Janoff, Editor of the journal from 2002 to 2005 and long-time member of the editorial review board, who was known for his mentoring of young writers. Writing excellence is judged on significance of topics chosen, quality of articles and their potential impact. The award consists of a certificate and a cash award.

Chief Academic Officers Discuss Wide Range of Topics

At their annual workshop and business meeting in June in Orlando, Fla., the Chief Academic Officers tackled an ambitious agenda, including the following presentations:

- Sandra Neustel, PhD, Director of Psychometrics & Research for the National Board of Examiners in Optometry, presented information on the new NBEO examination Part I.
- Alberto Roldán López, MBA, PhD, discussed andragogy and adult learning.
- Robert L. Armacost, DSc, and Julia Pet-Armacost, PhD, discussed competency-based assessment.
The afternoon session included a presentation on a model of inter-institutional collaboration using technology for schools and colleges of optometry by Ida Chung, OD, FCOVD, FAAO.

**OptomCAS Cycle 2 Launched July 15**

Now in its second year, OptomCAS (www.optomcas.org) launched successfully on July 15 to accept applications for the 2010-2011 application cycle. OptomCAS allows optometry school applicants to use a single Web-based application and one set of materials to apply to multiple schools and colleges of optometry.

Improvements for Cycle 2 include a PDF upload function for letters of recommendation, additional calculations for GPAs and stronger language for the applicant student code of conduct. A complete statistical report from Cycle 1 will be available in mid-October. For more information, contact Paige Pence, ASCO Director of Student and Professional Affairs at ppence@opted.org.

**Marketing, Communication and Technology Top Agenda at Student Affairs Officers’ Meeting**

“Each One Reach One,” the Optometry Admission Test and career marketing plans were among the topics discussed by Student Affairs Officers, who met during the annual meeting of the National Association of Advisors for the Health Professions in June in Atlanta. The group also held roundtable discussions on various admissions and student affairs topics, including use of new technology for communication with students; student orientation; alternate interview methods; and training interviewers.

The group heard presentations on OptomCAS and criminal background checks as well as “Best Practices–How to Make Sure Students Get Off on the Right Foot” and the “Changing Admissions Process.”

### Nine Receive ASCO Optometric Education Diversity Mini-Grants

ASCO’s Optometric Education Diversity Mini-Grant Program, supported by The Vision Care Institute LLC, and Luxottica Retail, funded nine projects in 2010. The goal of this program is to develop and implement activities and programs designed to recruit and retain underrepresented minority students, financially disadvantaged students and first-generation college students.

The following schools and colleges of optometry received grants:

- Illinois College of Optometry – Focus on Your Future Summer Program
- Indiana University School of Optometry – Eye Do! Making a Commitment to Optometry
- New England College of Optometry – Optometry Career Program
- Pacific University College of Optometry – Pacific University InSight 2010
- Pennsylvania College of Optometry at Salus University – Summer Internship Program at The Eye Institute
- University of Alabama at Birmingham School of Optometry – Providing Diversity in Optometric Education Through Continual Enhancement of Current Programs That Promote Diversity in Optometry
- University of California-Berkeley School of Optometry – Berkeley Optometry Opto-Camp
- University of Missouri at St. Louis College of Optometry – Eyes on Diversity
- Western University of Health Sciences College of Optometry – Reaching Out to Families and Communities – Opening Eyes to Optometry.

The call for proposals for next year will be announced in early 2011. For more information, contact Paige Pence at ppence@opted.org.

### Annual Student Data Released

The 2009-2010 Annual Student Data report shows 5,832 full-time students were enrolled in the 20 professional OD programs during the academic year 2009-2010. This is the first report that includes data from the three new schools and colleges of optometry.

The number of full-time first-year students increased by 12.8% over last year and increased by 17.3% over the past five years. The percentage of female full-time students in the professional OD programs remains at about 64%; five years ago, the percentage was 62.2%. Only one school reported more full-time male students than female students in 2009-2010.

The percentage of black or African American full-time students decreased from 3.0% last year to 2.8% this year; five years ago, the percentage was 3.3%. The percentage of full-time Hispanic or Latino students decreased from 4.5% to 4.4%; five years ago the percentage was 5.1%. The percentage of full-time Asian students rose from 26.2% to 27.5%; five years ago the percentage was 22.6%. The percentage of white students decreased from 59.2% to 57.3%; five years ago the percentage was 60.3%.

The total number of graduates in regular and special programs at the schools and colleges of optometry increased 1.1% in 2009 to 1,357. The number of graduates receiving the OD degree through only the regular OD program increased 0.8% to 1,327 from 2008 to 2009.

In 2009, 64.8% of graduates of the professional OD programs, both regular and special programs, were female, holding steady from the previous year. In 2009, there were more female graduates than male graduates at all but two schools of optometry.

Blacks or African Americans made up 2.7% of graduates of regular and special programs in 2009, down from 3.4% in 2008. The percentage of Hispanic graduates increased from 4.8% to 4.9%, while the percentage of Asian graduates increased from 22.7% to 23.0%. The
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 active ASCO member institutions. Below is a summary of SIG activities and meeting dates in 2010. See the ASCO website for more information.

Clinic Directors & Administrators

The next meeting of the Clinic Directors/Administrators will take place Sept. 30-Oct. 2, 2010, in Birmingham, Ala. Contact Dr. Les Caplan at lcacc@comcast.net or (410) 484-6373 for details.

Externship Directors

The next meeting of the Externship Directors will take place Sept. 30, 2010, in Birmingham, Ala. Contact Dr. Les Caplan at lcacc@comcast.net or (410) 484-6373 for details.

Ophthalmic Optics Educators

Every year beginning in 2005, the Ophthalmic Optics Educators SIG selects a person who has made a significant contribution to the field of ophthalmic optics to give a lecture in the name of Joe Bruneni at the annual SIG meeting.

This year’s recipient of the Joe Bruneni Lecture and Award is Michael Morris, OD, owner of Morris Vision Consulting LLC. Dr. Morris has more than 25 years’ experience in vision research, ophthalmic optics and lens design. His résumé includes positions at the Air Force School of Aerospace Medicine, the University of Texas, SOLA International and Carl Zeiss Vision. In 2008, Dr. Morris founded Morris Vision Consulting LLC, a consulting practice that provides services to ophthalmic companies, as well as education and training for eyecare professionals.

The OOE SIG would like to thank Transitions Optical for hosting its recent meeting in St. Petersburg, Fla. The SIG would also like to thank Carl Zeiss, Essilor, HOYA, EyeMed Vision Care and Vision Service Plan for their continued support. For additional information regarding the OOE SIG, contact LaShawn Sidbury at lsidbury@opted.org.

November SIG Meetings

Ten ASCO SIGs will meet in November in conjunction with the annual meeting of the American Academy of Optometry in San Francisco. The OOE SIG will hold its next meeting July 21-23, 2011, in Tahlequah, Okla. Unless otherwise noted, the contact for each SIG is LaShawn Sidbury at lsidbury@opted.org:

- Binocular Vision & Perception Educators (Dr. Don Lyon, IU, chair)
- Clinical Optometric Methods & Procedures (Dr. Mark Rosenfield, SUNY, chair)
- Continuing Education Directors (Dr. Susan Atkinson, SCCO, chair)
- Development Directors* (Ms. Gayle Glanville, OSU, chair; *contact: Christine Armstrong, carmstrong@opted.org)
- Ethics Educators (Dr. Morris Berman, SCCO, chair)
- International Optometric Educators (Dr. Yi Pang, ICO, chair)
- Low Vision Educators (Dr. Richard Jamara, NECO, chair)
- Optometric Informatics (Dr. Charles Haine, WUCO, co-chair; Dr. James Kundart, PUCO, co-chair)
- Residency Educators* (Dr. David Loshin, NSU, co-chair; Dr. Douglas Hoffman, NECO, co-chair; *contact: Paige Pence, ppence@opted.org)
- Vision Science Librarians (Dr. Donnajean Matthews, SCCO, chair)

percentage of white graduates increased from 62.4% to 63.2%.

To access the full Annual Student Data Report, click here.

ASCO Manager of Government Affairs Appointed

Lauren Finkelstein was appointed by ASCO and AOA as ASCO Manager of Government Affairs. Ms. Finkelstein will handle optometric education and workforce issues and will be ASCO’s direct link to the AOA Washington Office. She will staff ASCO’s Government Affairs Committee and will be the federal advocacy link between each of the ASCO member institutions and AOA’s D.C. area office as well as to AOSA. Ms. Finkelstein will be responsible for regulatory agency outreach for education issues as well as legislative outreach to the House Education and Labor Committee and, through coordination with AOA, to the Senate HELP Committee and the Senate and House appropriations committees. She also will help channel information and expand member and staff contacts between AOA departments in Washington and St. Louis and ASCO and its member institutions.

Ms. Finkelstein was Manager of Political Affairs for the AOA. In this role, she managed the Keyperson Program and staffed the Federal Legislative Action Keyperson Committee. She was involved in planning the 2010 Congressional Advocacy Conference in Washington, D.C., which was attended by 400 optometrists and optometry students. Before joining the AOA, she worked in the office of Rep. Mark S. Kirk (R–IL) as a legislative assistant in the areas of health and education.
ICO Hosts Program for Minority Students

College Receives NOA Award

Twenty-one college students from across the country learned about the profession of optometry during the “Focus on Your Future” summer program at the Illinois College of Optometry (ICO). The week-long program, now in its third year, is designed to introduce under-represented minority undergrads to the profession of optometry. Participants attend sample optometry course lectures on topics, such as neuroanatomy and optics, and they sit in on ICO student panel discussions. They receive an overview of the ICO admissions process and participate in career and leadership development sessions. They also gain valuable insight into the clinical experience by observing students in the Illinois Eye Institute, and they experience ICO student life by staying in the Residential Complex during the program.

In related news, ICO received the School of the Year Award from the National Optometric Association for its significant efforts to increase minority student recruitment, enrollment and retention.

ICO Links Students With Experts

As part of its annual Visiting Professor Program, Illinois College of Optometry welcomed Dr. Mitchell Scheiman, lead investigator for NEI-sponsored studies in optometric vision therapy for the treatment of convergence insufficiency and a professor of pediatrics and binocular vision. Dr. Scheiman’s visit provided a unique opportunity for students, faculty and Chicago-area optometrists to interact with a top researcher, academician and clinician in the areas of pediatrics and binocular vision.

The Visiting Professor Program is made possible by the Dr. and Mrs. Dominick M. Maino Visiting Professor Endowment Fund. The Fund was established to bring to the ICO campus nationally recognized experts in the fields of pediatric optometry/ophthalmology, special education, occupational therapy, physical therapy, speech and language therapy, binocular vision, vision and learning, and/or special populations.

ICO Enhances Online Communications

The Illinois College of Optometry (ICO) has added an official Facebook page to encourage prospective and current students, faculty, donors, community members and alumni to connect with the College. The page includes news, photos, videos, links to ICO student/alumni pages and much more. In addition, the page has a tab listing all ICO-related groups that have formed on their own. In fact, there are pages set up for classes as far back as 1984 and up to 2014 (the graduation year of the Fall 2010 first-year students). The ICO Facebook pages already have a robust number of “fans,” and the number grows every day.

Besides providing a place to catch up and read some interesting tidbits, the online presence is designed to build awareness about ICO, improve and build relations with students, alumni and supporters, and to facilitate connections around ICO news and events, professional opportunities and resources, optometric education and best practices in the field.

NECO Honors Former President Chen

The Trustees of the New England College of Optometry (NECO) recognized former President Elizabeth Chen, MBA, by naming a classroom in her honor. The Chen Seminar Room is located in one of the College’s historic buildings on Beacon Street in Boston’s Back Bay District.

President from 2006 to 2009, Ms. Chen successfully led the College in efforts to increase corporate and alumni support, improve academic outcomes and increase the number of patients served within its clinical education and patient care subsidiary, the New England Eye Institute (NEEI). She successfully guided the College and its clinical system through administrative and governance restructuring, as well as through major challenges arising from the recent economic recession.

Under Ms. Chen’s leadership, participation in the annual (School News cont’d on page 6)
fund nearly doubled, and NECO was awarded $3 million in the school’s first industry-sponsored research program. In addition, NECO launched a corporate sponsorship program boosting philanthropic contributions from industry, increased support from foundations and major donors, and saw patient care visits rise from 55,000 to 85,000 a year at the NEEI. The physical plant improved with the successful completion of new clinical sites, and continued renovations of the College’s Back Bay historic buildings, including the addition of video conferencing and satellite teaching capabilities.

Ms. Chen successfully advocated for the College with elected officials and secured its first-ever Congressional grant to expand its mission in optometric education and patient care.

Ms. Chen has been on sabbatical leave to focus on research and writing; however, she will continue her association with the College as an adjunct professor.

NSUCO Receives $200K Gift for Kids in Distress Clinic

Florida Optometric Association Charities Inc. presented a $200,000 gift to Nova Southeastern University College of Optometry to buy equipment for the College’s new clinic on the Kids in Distress campus in Wilton Manors, Fla. FOA Charities Inc. is a not-for-profit corporation organized to support, benefit or perform charitable, educational and scientific efforts of the Florida Optometric Association (FOA). The charity provides an apparatus and mechanism for FOA members to encourage and support the health, welfare and improved quality of life for Florida residents and individual communities.

Kids In Distress (KID) in Broward County, Fla., provides a continuum of care for abused, neglected and at-risk children and families in crisis with emergency shelter, counseling and other services. The College is working with KID to provide optometric services to children who participate in the KID programs. It is anticipated that the clinic will be scheduling its first patients in October.

Dr. Zadnik Named Distinguished Scholar at OSU

Karla Zadnik, OD, PhD, Associate Dean and Professor at The Ohio State University College of Optometry, was named an OSU Distinguished Scholar. The Distinguished Scholar Award recognizes a maximum of six faculty members who demonstrate scholarly activity, research or other creative works that represent exceptional achievements in their fields. Each award recipient receives a $20,000 research grant and a $3,000 honorarium from the Office of Research.

Dr. Smythe First Woman Elected to ASCO Executive Committee

Jennifer Smythe, OD, Dean of Pacific University College of Optometry, was elected to the Executive Committee of the Association of Schools and Colleges of Optometry. Dr. Smythe is the first woman elected to the committee. She will serve as the Executive Committee’s at-large member for one year.

Groundbreaking Ceremony at PCO Eye Institute

The Eye Institute (TEI), the clinical facility of the Pennsylvania College of Optometry (PCO), was the scene of a groundbreaking ceremony this spring to kick off a $10 million renovation. Local dignitaries, neighborhood leaders, University administration and Board of Trustee members, students, faculty and staff were on hand to witness the event. The new TEI will add a total of 27,000 feet to its existing footprint, including a 15,000 square foot addition to the patient care facilities on the lower level. When completed, the new Eye Institute will provide well-appointed patient care suites arranged in a carefully designed floor plan that is highly efficient and user friendly.

(School News cont’d on page 7)
In other news at PCO, Dean Linda Casser, OD, announced Anthony F. DiStefano, OD, MEd, MPH, Vice President for Academic Affairs, was awarded the 2010 Distinguished Service Award by the Vision Care Section of the American Public Health Association (APHA). Dr. DiStefano will be honored at an awards ceremony during the APHA annual meeting in November.

**PCO Hosts International Students**

Several classes of international optometry students visited the Pennsylvania College of Optometry at Salus University this spring. The University’s Center for International Studies hosted groups of students from Austria, Norway, Singapore and Switzerland for lecture and clinical education as part of their master’s degree programs in clinical optometry.

**Rotarians Honor SCO President**

Scholarship Recognizes Faculty Member

Southern College of Optometry President Richard W. Phillips, OD, was honored in June by the Memphis Rotary Club as a Paul Harris Fellow and as the chapter’s Rotarian of the Year.

Professor W.C. Maples, OD, was recognized with the establishment of a new scholarship to be awarded to an honors student in Vision Therapy and Rehabilitation Services.

In other news, SCO is hosting two members of the faculty from the Poznan University Medical Science Department of Optometry and Biology of Visual Systems in Poland. Drs. Monika Feltzhue and Katarzyna Perz will spend two summer months observing SCO’s clinical program as part of an information exchange between SCO and the Polish university’s faculty.

**SUNY’s Low Vision Partner in China Opens Center of Excellence**

David A. Heath, President of the SUNY College of Optometry, attended the official opening of the Center of Excellence in Low Vision and Vision Rehabilitation at the Eye Hospital of Wenzhou Medical College in Wenzhou, China. The Center is a cooperative project between Wenzhou Medical College and the SUNY College of Optometry made possible with support from the Lavelle Fund for the Blind in New York City. The hospital is affiliated with Wenzhou Medical College’s School of Optometry and Ophthalmology.

According to Dr. Heath, by the third year of the project, some 10,000 visually impaired patients per year will be served at the Wenzhou facility. During the project, eyecare professionals and paraprofessionals from numerous locations in China will be trained to provide a wide range of services to the visually impaired. It is expected that 200 optometrists and ophthalmologists and 1,000 paraprofessionals (including nurses, rehabilitation therapists, etc.) will be trained.

The new Center of Excellence at Wenzhou is slated to become a model for similar centers in other cities in China. It will also provide educational programs for doctors and ancillary personnel in the proper referral for vision rehabilitation services, procedures for caring for the visually impaired and for working with patients and their families to enhance function and quality of life.

Dr. Heath and Dr. Michael Heiberger, who directs the project for SUNY, were joined by Andrew Fisher, Executive Director of the Lavelle Fund, and the hospital’s senior administrative staff, including President Qu Jia, Vice President Chen Xiaoming, Vice President and Dean of the School of Optometry and Ophthalmology Dr. Lu Fan, and Eye Hospital Executive Director Dr. Wang Qinmei. Also present were representatives of the City of Wenzhou and the Chinese Central Government in Beijing, as well as prominent individuals from the ophthalmic supplier community.

(School News cont’d on page 8)
SUNY Homebound Program Receives Grant

The Arthur and Phyllis Milton Foundation Inc. awarded the Optometric Center of New York (OCNY) a $5,000 grant in support of the Manhattan Homebound Program. The initiative will provide much-needed vision care to underserved patients throughout the borough in the coming year. This is a first-time grant from the Foundation.

The Homebound Program, begun by the SUNY College of Optometry more than 25 years ago, sends optometrists into local neighborhoods to provide high quality patient care for people confined to their homes. The program provides access to essential services for people with impaired sight who are at risk for increased falls and fractures, depression and difficulty identifying medications, which can lead to serious drug-related errors among other dangers.

UABSO Wins Varilux Optometry Student Bowl

In other news at UABSO, Leo P. Semes, OD, was appointed Director of Internship Programs. He succeeds John Classé, OD, JD.

E. Eugenie Hartmann, PhD, was appointed to the Expert Panel for Prevent Blindness America’s project with Maternal and Child Health Bureau.
Lauren Nelson, a fourth year optometry student from the University of Houston College of Optometry was awarded a $6,000 scholarship from Hoya Vision Care, North America. Hoya representatives announced the winner at a luncheon honoring the grant and scholarship program’s 13 finalists during Optometry’s Meeting, the annual meeting of the American Optometric Association and the American Optometric Student Association.

For additional information, contact Mike Elton in the United States at mike.elton@hoyavision.com or Tom Scott in Canada at tom.scott@hoyavision.com.

New Multicultural Resources From Transitions

To aid eyecare professionals in educating culturally diverse patients about their unique eyecare needs, Transitions Optical Inc. has expanded its “What to Expect” brochure series to include three new brochures: African American Eyes, Asian Eyes and Hispanic Eyes.

The multicultural brochure series provides information and statistics on the types of ocular and overall health issues more common among each demographic group and educates patients on the importance of regular eye examinations and the benefits of eyewear options to protect and enhance sight. Each brochure explains what is happening to the eye at different stages of life and offers tips for protecting vision for the future.

All brochures are available in English. The Hispanic Eyes brochure is also available in Spanish, and the Asian Eyes brochure is available in Simplified Mandarin. For copies, contact Transitions Optical

(Industry News cont’d on page 10)

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  CooperVision  Genzyme  Heine
Compulink Business Systems  Keeler Instruments
Essilor of America  Marco
Haag-Streit
Hoya Vision Care, North America  M&S Technologies
Luxottica/EyeMed Vision Care  Optos North America
Marchon  TLC Vision
Marchon  Vision Service Plan
OphthoRx Inc.  Vistakon, Division of Johnson & Johnson Vision Care Inc.
Safilo Group  Walmart Stores Inc.
Transitions Optical Inc.  Vision Source!
Vision Source!
Volk Optical Inc.

*As of July 1, 2010
The new multicultural What to Expect brochure series complements a wide range of multicultural education and tools available from Transitions. Eyecare professionals can access these free resources through the Multicultural Programs page of the new Transitions online trade portal at Transitions.com/Pro.

**The Vision Care Institute Launches Online Community for Alumni**

Alumni of The Vision Care Institute can stay connected with one another and industry leaders via a new online community developed specifically for them. Through this interactive community, alumni can access members-only content, receive valuable advice from peers, build their professional networks and much more. Optometry school faculty are also welcome to participate. To join the online community, go to www.tvcicommunity.com.

**Vistakon Launches First SiHy Daily Disposable Contact Lens in U.S.**

Vistakon, Division of Johnson & Johnson Vision Care Inc., received FDA clearance to market Narafilcon B, the first and only silicone hydrogel daily disposable contact lens in the United States. The company will market the lens under the name 1-Day Acuvue TruEye Brand Contact Lenses. More information is available at www.jnjvisioncare.com/trueye.

**True 360° View With Volk G-6 Gonio Lens**

Volk Optical’s G-6 Gonio Lens has six closely aligned mirrors to provide a true 360° view without lens adjustment during glaucoma screening. The mirrors are equally angled at 63°, eliminating gaps for visualization of the entire anterior segment at 1.0x magnification. During examination, two mirrors are aligned in the superior and inferior regions, while the remaining four provide a continuous view through the nasal and temporal regions. Practitioners can quickly scan across mirrors without needing to track where one view ends and the next begins. According to the company, this fast scanning with less need to maneuver the slit lamp can reduce examination time by 25 percent or more.

For more information about Volk products, visit www.volk.com, call (800) 345-8655 (+1 440-942-6161 outside the United States) or contact your authorized Volk distributor.

**New Products From Heine**

Heine introduced the BETA L Handle, the first instrument handle with integrated battery level indicator. With three brightly illuminated lights on the bottom of the handle, the new BETA L indicates remaining battery life. The BETA L also features a lithium-ion battery with a 2-1/2 hour “on” time — the longest “on” time available — providing the peace of mind of knowing when recharging is necessary.

Heine’s new NT 300 Charger features an interactive charging system that manages handles and provides immediate visual confirmation of the charge status. The charger communicates with the handles to determine their charge state and then responds accordingly. When a handle is charging, the illuminated collars pulse, and when a handle is fully charged, the illuminated collars stop pulsing and stay brightly lit. The NT 300 stops charging when it reaches full capacity, preventing overcharging and extending the life of the battery.

**Haag-Streit Introduces First LED Slit Lamp**

The Haag-Streit BQ 900, the company’s first LED-powered slit lamp, was approved by the FDA in February 2010. According to the company, the BQ 900 is its sharpest, most evenly illuminating slit lamp to date. Compared to traditional tungsten bulbs, LED light is more homogeneous and provides clearer viewing. The light quality is not affected by power surges, and it does not yellow as the bulb ages.
Carl Zeiss Meditec is one of the world’s leading medical technology companies, offering complete ophthalmic solutions to diagnose and treat the four main eye diseases: cataracts, retinal disorders, glaucoma and vision defects (refraction). The company’s systems are employed in all phases of disease management, from diagnosis to treatment and follow-up. The goal is to deliver technologies and application-oriented solutions that allow doctors to improve the quality of life of their patients and to further improve the efficiency of diagnosis and treatment.

**Our Mission**

As the pioneer of science in optics, we continue to challenge the limits of man’s imagination. With our passion for excellence, we create value for our customers and inspire the world in new ways.
western University for use of its electronic health records (EHR). These two institutions join the ten other schools and colleges of optometry that have standardized their outpatient clinics on Compulink’s Advantage/EHR.

“Over a year ago, we recognized there was a need to help universities make the transition to EHR,” said Link Wilson, President and CEO of Compulink. “That’s why we launched our University Program, dedicating resources and technology to helping universities implement and train students on EHR. So far, it’s been a productive partnership for the company and our university clients as we help educate a new generation of optometrists on the next generation of technology.”

According to the company, Compulink Eyecare Advantage and Advantage/EHR are used by 3,000+ practices and 12 universities to increase efficiencies, improve profitability and deliver better patient care. For more information, go to: www.compulinkadvantage.com.