

Contacts..... From the GP Lens Institute



An Exciting New Tool

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Executive Director, GPLI**

The GP Lens Institute, with the full support of the CLMA Board of Directors, retained Wink Productions (Ursula Lotzkat and Sue Connelly) to produce a GP educational module on presbyopia entitled (tentatively): "Prescription for Success: Building Your Practice with GP Bifocals and Multifocals." This comprehensive educational program will include educational materials on how to structure fees, how to build your presbyopic GP practice, how to select patients, design, fit and problem-solve materials (including a DVD with video footage on fitting and problem-solving as well as testimonials), an educational module for patients and a training module for staff. At the time of the publication of this newsletter, I had just previewed the first DVD of this module which pertained to how multifocal GPs can build your practice and how to present them to the patient, and it is outstanding. There is no doubt that the greatest

untapped segment of the potential contact lens wearing population is the presbyopic population and, as this DVD illustrates, often this option is not presented to the patient (or presented well by practitioner, staff member or both). I know for a fact that optometry students are heavily in debt (what health care professional is not) upon graduation from their respective programs and, therefore, need to look for ways in which they can build their respective practices and generate revenue. The presbyopic contact lens practice represents an excellent opportunity to accomplish this goal while increasing both referrals from family members and professional and personal satisfaction from increasing the quality of one's life which, in fact, may not have been accomplished by the previous practitioner. Certainly, in the optometric profession, the area of ocular disease detection and management has increased in importance and interest; however, as a profit center, presbyopic contact lens fitting represents a much greater opportunity.



Every practitioner should seriously consider obtaining this valuable educational tool when it becomes available later this Summer.

The CLMA is to be applauded for its support of such a valuable program.

Behind the Scenes.....





Our New Website Address

www.gpli.info



THE SOURCE for all your GP educational resources.



On Line Symposia

June 14, 2005
9.00 PM Eastern USA Time

GP Practice Management with Dr. Robert Grohe

From the comforts of your own computer, access this discussion via our website www.gpli.info. All eyecare professionals are encouraged to participate/observe this discussion.

Share what works
Problem Solving
Choices

GP Clinical Education

- Benefits of GP lenses
- Presenting GP presbyopic contact lens options
- Fluorescein pattern ID guide
- GP lens management guide
- Correcting presbyopia tips
- Vertex and diopters-to-base-curve conversion charts
- Empirical bitoric design: Mandell-Moore Guide
- Test your GP fitting skills!
- GP-related articles

Eye Care Professionals

- Order educational materials
- Download "GP Lens Care & Handling" brochure
- Sign up for free newsletter
- Read the latest newsletter Issue
- Educational programs at optometry schools
- Questions about fitting GP lenses? E-mail our experts

Online Symposia

- 2005 schedule
- Online symposium room
- Cases from past symposia

Events

- Calendar
- Photos from recent events
- Winners of GPLI Clinical Excellence Award

Other Sites

- Useful sites for practitioners
- GPLI's website for consumers
- Free e-mail newsletter from *Contact Lens Spectrum*

[Search our database of GP lens designs](#)
[Directory of CLMA GP contact lens lab members](#)
[Complete lists of GP lens... materials](#)
[solutions](#)
[accessories](#)

Origins & Mission - Contact GPLI - Site Map



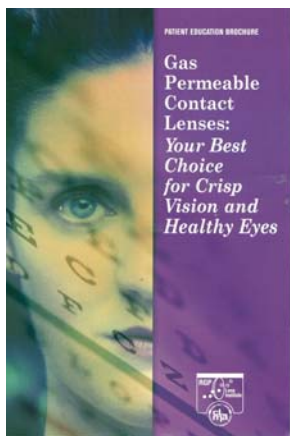
Pam's Perks

Educational resources can be ordered from our website www.gpli.info any day or night - 24 hours a day. Most shipments occur within 24 hours of ordering.

For Your Waiting Room

Patient Education Brochure
8 page questions & answers

- Perceptions vs. Facts
GP Lenses and Myopia Control
- Understanding Corneal Reshaping
GP Lenses and Presbyopia
GPs and Astigmatism



For eyecare professionals, up to 200 brochures may be ordered **complimentary**. Educate your patients on the benefits of GP Contact Lenses.

Telephone Training for the Eye Care Office

From "Hello" to "Goodbye"
Telephone Success in a Wink

From "Hello" to "Goodbye"
Telephone Success in a Wink is a fun and educational experience designed for all members of the eye care office team who use the telephone. So that would include..... everyone!

This new staff training tool, available from Wink Productions, Inc. saves valuable time preparing for your next staff meeting or training new team members. Ensure that everyone who uses the telephone is managing calls the same way.

Designed to be used in either a group or individual setting the materials include:

CD with video vignettes highlighting critical areas of telephone training

An *In a Wink Think Book* for the Group Leader

Also on CD
Printable *In a Wink Think Book* for the Meeting Participant

Printable Telephone Procedure Manual that can be customized for the office.

Improve communication with the most important person in the office – your patient!

Topics covered include areas on telephone etiquette, how to handle the irate and talkative



callers, scheduling appointments, transferring calls, taking messages and several other common business telephone procedures.

Presented in an informative, entertaining manner From "Hello" to "Goodbye" is a training tool you'll want to use in your successful practice. To view a sample, receive pricing information or place an order,

go to www.winkproductions.com





The Third Global Orthokeratology Symposium (GOS) is scheduled to take place in Chicago, Illinois, USA July 28-31. A new “Fundamentals of Orthokeratology” course will provide you with everything you need to immediately incorporate this modality into your practice. In a separate marketing session, learn about developing patient education materials, internal and external marketing techniques, public relations and more – all specifically relating to the growing orthokeratology practice.

More than 600 attendees and exhibitors from 34 countries took part in the 2004 symposium reflecting growth of 25% from the inaugural GOS in 2002.

To register, please visit www.GOS2005.com. There is a \$65.00 (USD) discount on registration before 6/30/05.

The GP Lens Institute/Contact Lens Manufacturers Association is a GOLD level sponsor of this event. Please visit **Booth #208** in the exhibit hall - as well as many of the

CLMA member manufacturers that will be in attendance and have booths in the exhibit arena.

GP Clinical Excellence Awards

The GP Lens Institute along with the member companies of the Contact Lens Manufacturers Association provides the GP Clinical Excellence Award to a deserving third/fourth year optometry student, who excelled in the clinical atmosphere of fitting and choosing GP contact lenses, as selected by the faculty at the optometry schools and colleges.

Each of these award winners are provided with a wooden plaque and a certificate worth a GP diagnostic set provided by one of the CLMA member manufacturers.

As the names of these individuals are released, watch for the updated listing of each award winners on www.gpli.info.



Good luck!!! to all 4th year students at each optometry school and college.

This cake was presented to faculty members at the University of Missouri at St. Louis from graduating 4th year optometry students Kelli Shaon and Jill Williamson.

The fluorescein pattern photo was scanned from our website www.gpli.info. The website continues to be THE SOURCE for your GP contact lens education and *cake decorating!!!*

CL and Cornea Residents
GP contact lens Workshop
Weekend - by invitation
only:

August 26-28, 2005
Ohio State University
Columbus, Ohio

The GPLI office will be closed for the USA Memorial Day Holiday - Monday, May 30, 2005. The next issue of the GPLI Contacts will be July, 2005.