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GP Lens Institute

ONE BIG STEP FOR GP EDUCATION



I was interviewed recently by an optometric journal which was compiling information for a series of articles on the history of contact lenses. The history of GP lenses was discussed and I was asked the question why the GP industry has not grown. My response was simple: "Education." This can be accomplished in two ways: 1) Providing greater opportunities for our students to gain clinical experience with GP lenses and 2) Provide dynamic educational programs and resources. The GPLI can assist with the former way by providing opportunities for members of our GPLI Advisory Committee to serve as clinical externship sites for fourth year optometry students. In addition, Cornea and Contact Lens Residents are provided with a three day GP symposia-workshop to assist with their clinical knowledge and ultimately with their instruction of students. To address the second way, the GPLI has introduced (or will be introducing in 2007) three important resources: 1) *Rx for Success*: a comprehensive practitioner, patient and staff educational module for the presbyopic GP patient on CD-ROM; 2) GP Case Grand Rounds online text, and 3) *Click and Fit*® an interactive web-based program which provides both powerpoint presentations and the opportunity to perform simulated fittings on spherical, high astigmatic and presbyopic patients.

The other means of educating practitioners is through GP clinical symposia. The Global Keratoconus Congress (GKC) in Las Vegas fulfilled this need and was attended by over 400 practitioners. The 2008 GKC will again be held in Las Vegas, January 25-27, 2008. Dr. Al Morier's GP symposium in Saratoga Springs, New York, was another well-attended GP exclusive program. However, a recent meeting with a format that appeared to be successful was the "GP Lens Specialty Practice Today and Tomorrow" symposium, held May 6th in St. Louis. This one day, 8 hour program featured Patrick Caroline, Bob Grohe and Tom Quinn as the faculty with sponsorship by the Contact Lens Manufacturers Association (CLMA), Blanchard Contact Lenses and Paragon Vision Sciences. In the morning Tom Quinn and I provided overviews of bitoric and bifocal GP fitting followed by a case grand rounds. Patrick Caroline then provided an overview of GP management of the irregular cornea followed by Bob Grohe's case grand rounds. The keynote presentation was a contemporary and future look at orthokeratology applications by Pat. The afternoon session, however, was the key to the success of the meeting. With the assistance of a video slit lamp, keratoconic, post-surgical, orthokeratology and bifocal GP wearing patients were evaluated and discussed by the faculty. Not only were their comments about each patient very important in the understanding of how to manage specialty GP lens patients but - more important - was the

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dialogue between audience and faculty. This was an outstanding opportunity for the attendees to have their questions answered and to discuss alternative management strategies. In other words, the interactive element of the meeting maximized learning. These types of meetings, if adopted by regional or even state symposia, would most certainly result in the growth of the GP market.



GP Contact Lens Clinical Excellence Awards

The GP Lens Institute, along with member laboratories of the Contact Lens Manufacturers Association (CLMA) are proud to sponsor the **GP Contact Lens Clinical Excellence** Award for the academic year 2006-2007 to one 4th year student at each of the Colleges of Optometry in North America

Each award winner received an engraved wooden plaque as well as a certificate to receive a GP diagnostic fitting set manufactured by a CLMA member laboratory. The contact lens faculty at each college selected the award recipient. Announced to date are the following winners:

Pennsylvania College of Optometry

Tara Lynn Mancuso, OD

Sponsored by The Lifestyle GP Company

Southern College of Optometry

Jayne Fose, OD

Sponsored by ABBA Optical

UAB College of Optometry

Jennifer Dawn Wilbeck Newby, OD

Sponsored by ABBA Optical

Indiana University College of Optometry

Gregory Hubbard, OD

Sponsored by American Contact Lens Service

Illinois College of Optometry

Jill Berends, OD

Sponsored by Art Optical Contact Lens, Inc.

Michigan College of Optometry

Amy E. Dinardo, OD

Sponsored by Art Optical Contact Lens, Inc.

UMSL College of Optometry

Jason Todd Riley, OD

Sponsored by Valley Contax

NSU - Oklahoma College of Optometry

Lynsey Bigheart, OD

Sponsored by Lens Dynamics, Inc.

University of Houston

Opal Amin, OD

Sponsored by Tru-Form Optics, Inc.

U of CA - Berkeley College of Optometry

Keri Owyang, OD

Sponsored by Con-Cise Contact Lens Co.

Pacific College of Optometry

Van Ly, OD

Sponsored by Paracon, Inc.

Watch these award winners as they enter private practice and make a rewarding difference in the fitting of GP contact lenses.

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HDS TECHNOLOGY
HDS™ Technology was developed 1 million miles above your office on the NASA Space Shuttle.

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Paragon GP materials available hydrated. Enhances patient comfort & wettability.

Select a Premium Laboratory When you Order Your GPs:

Choose a member of the Contact Lens Manufacturers Association (CLMA).

Janice Schramm, President
Contact Lens Manufacturers Association

The CLMA, organized in 1961, is an association of contact lens laboratories, material and solution manufacturers and equipment manufacturers in the United States and abroad. The CLMA's objectives are intended to benefit eye care professional, patients and association members.

JOIN US

Join the GP Lens Institute as we moderate the June 12, 2007 on line symposium

Place: www.gpli.info

Link: OnLine Symposium

Time: 9:00 PM (Eastern USA time)

Length of your time: 1 and ½ hours

SUBJECT: Corneal Reshaping: From Kids to Adults

Faculty Experts: Dr. Cary Herzberg

Dr. Marjorie Rah

Moderator: Dr. Ed Bennett

Value: PRICELESS

The problem with picnics is that they're always held on holidays - when ants have the day off, too.

The American Legion Magazine/ May 2007 p. 76

Education is the primary resource the CLMA provides via its educational arm, the GP Lens Institute (www.gpli.info). Discover an extensive array of educational resources including but not limited to:

The GP Clinical section of the website offers many helpful fitting aids for your practice.

The Eye Care Professional section includes GP-related articles, downloadable brochures including the *GP Management Guide* as well as a location to forward your GP related questions to our panel of GPLI Advisory members.

In the fall of 2007, we will debut the exciting new "Click and Fit"® program. The program is a series of interactive web based training tools to simulate GP lens fitting. The interactive program begins with a narrated lecture reviewing the fitting tips and pearls in each each of the following categories: spheres, torics, multifocals and bifocals, corneal reshaping and keratoconus. Once the

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lecture has been viewed, the eye care professional can advanced to the interactive fitting tool. The interactive fitting tool will provide the ECP with a virtual patient in six fitting categories. In addition to a series of choices they make regarding anatomical and corneal measurements, the ECP will then be able to “click” and select lenses from a diagnostic set to see how the lens performs on eye (video). Once the fitting is completed the patient will return for follow-up. During the follow-up visit the ECP may or may not be faced with making problem-solving decision. The ultimate goal is to end with a satisfied GP lens wearer. “Click and Fit”® is a proprietary training tool of WINK Productions, Inc.

Your GP manufacturer who is a CLMA member is an expert in his or her field. Business owners, laboratory managers and lens consultants participate in valuable educational opportunities offered on an ongoing basis. Additionally, the CLMA Annual Conference offers opportunities to network, collaborate, check out and take advantage of hands on experience with the latest technology available to the manufacturing industry today.

Our 2007 calendar is a full schedule of educational offerings. Tomorrow and today’s ECP is our future. Our support, enthusiasm, confidence and knowledge will be key to make sure that you are aware of the numerous benefits of fitting GPs. The CLMA has built a solid record of success in its work to strengthen its’ members impact on the shaping of vital national policies, laws and regulations that effect the contact lens industry. Always consider supporting those that support you.

For a listing of CLMA member laboratories and their GP product lines and designs, please visit www.gpli.info and utilize the searchable database of manufacturers, materials, solutions and GP lens designs.

Offer GP contact lenses as part of your practice management and utilize the members of the CLMA for their expertise and what they can offer your eyecare practice.

Menicon PROAGENT
 For Professional In-Office Use
 Intensive Protein Remover
 for RGP Contact Lenses

- Fast-Acting and Easy to Use
- Cleans and Disinfects
- Proven Efficacy
- Promotes Corneal Health
- Maximizes Comfort

Ideal to clean and disinfect RGP inventory and diagnostic lenses such as CRT, especially between patients.

Retrieves protein in 30 minutes. Ideal for busy practice use and for delivering patient satisfaction.

Highly Effective Disinfectant

Menicon Proagent Kills	Initial (before)	After 30 Min. (after)
Pseudomonas aeruginosa	1.7×10^4	<100
Staphylococcus aureus	1.8×10^4	<100
Enterobacteriaceae	5.8×10^3	<100
Candida albicans	1.3×10^4	<100
Fusarium solani	5.5×10^3	<100

102 14/20 (Data on file Menicon)

Intensive Protein Removal

As part of our routine care for CRT, we include a Proagent treatment for every patient.
Dr. Doug Becherer
 Knoxville, IL

"We routinely clean and disinfect our CRT inventory and any GP trial lenses with Proagent."
Dr. Robert Buffington
 Sacramento, CA

For information and to order to Menicon Proagent, please contact Menicon Z Authorized Laboratories or Paragon Authorized Laboratories or visit www.menicon.com.

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The CLMA/GP Lens Institute office will be closed May 25 through May 28 in observance of the USA Memorial Day Holiday.

The next issue of **CONTACTS** is scheduled for August, 2007.