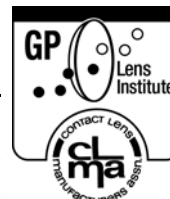


Contacts From the GP Lens Institute



Be Thankful For What We have

Edward S. Bennett, OD, MSED
Executive Director
GP Lens Institute

Upon returning from a contact lens symposium in Oxford, United Kingdom (UK), I never realized how fortunate we are to not have the constraints provided by the United Kingdom that limit eyecare practitioners ability to prescribe all forms of contact lenses. As a result of the "Mad Cow Disease" impact in the UK, no contact lens can be reused despite the fact that some disinfecting systems can kill the infecting prions. On the surface, this sounds acceptable; we have emphasizing the use of new lenses to minimize the risk of Acanthamoeba keratitis. However, when placed in this environment, it makes it very evident that UK contact lens practitioners - of whom there are many very notable and accomplished contact lens specialists - are almost prohibited from fitting GP lenses and many soft specialty designs. To fit GP lenses, you would have to either fit from an inventory or empirically fit. This is certainly acceptable in the hands of an experienced fitter. However, the issue of specialty lens designs is very important. To fit such designs as keratoconus, post-surgical, corneal reshaping and - most notably - multifocal designs, you need to use trial lenses to achieve an optimum fit prior to ordering. Obviously, you can be successful with some patients (notably, aspheric multifocal);

however, so many of these individuals essentially require diagnostic fitting to achieve success. It is now understandable why these lenses are not fit to a higher percentage of patients in the UK as it is evident that the eyecare practitioners need to lobby their legislature to change this law. With the CLMA/GPLI programs aimed at presbyopic fitting and the tremendous potential this patient group represents for GP multifocal lens designs, it would be absolutely devastating to our efforts if such legislation were passed in the United States. With the knowledge that GP lenses should be prescribed to a much higher percent of the populations and that we should continue our efforts to make this a reality, we should also count our blessings that we can, in fact, have the ability to fit the best contact lens to any individual patient.

Upcoming On Line Symposium

April 12, 2005

9:00 PM - 10:30 PM Eastern USA Time

"Fitting the Irregular Cornea"
Guest Faculty: Joe Barr, OD, MS

From the comforts of your own computer, access this discussion via the link found on our website www.rgpli.org. All eyecare professionals are encouraged to participate and/or observe this discussion.

Share what works
Problem Solving
Choices

Practice Support



A message from the CLMA

Daniel Bell
President, CLMA

Vision Expo East (March 10-13, 2005) was well attended and I was impressed by the interest in contact lenses for a meeting that is typically known as a "Glasses Only" show. Greg Chavez of the VCA (Vision Council of America) donated two hours of lecture time to the CLMA, and Dr. Marjorie Rah, OD spoke on the topic of Orthokeratology for Kids.

We appreciate the support of the Vision Council in our effort to get the CLMA message to the industry. Many attendees that I spoke with consider the need for specialty lens education to be very high on their priority list. In the past few years contact lens education has become less prominent and young practitioners are seeing a lack of available CE classes at these meetings.

I am happy to say the GPLI materials and programs that support for the practitioner are being utilized as never before. Our fulfillment requests remain at a very high level. In addition, many fitters are reporting that the **Communicating Presbyopia Options** laminated cards work great and that it certainly helps to have a graphic description of bifocal lenses for their patients.

CLMA companies contribute the funds to support the fitter and improve their success through education and practice management materials. Practice support is the key to a healthy business environment and we

encourage all eye care professionals to remember that your consultant with any of the CLMA member companies is only a phone call away. Our members are truly in business to provide healthy vision and see that you succeed so why not use them to the benefit of your patients and your practice.



Make Each Day ---- A Contact

Dave Rusch, Chair
GP Lens Committee

Contact Lens Manufacturers Association

The GP Lens Committee of the Contact Lens Manufacturers Association is made up of representatives from seven of the GP materials manufacturers in the United States plus four individuals involved in the actual manufacturing of GP contact lenses. This committee is currently involved with several major projects which we plan to complete by the end of August. Our objective is to stimulate successful fitting of GP lenses by eyecare professionals.

PBS "Spotlight On" Broadcast

The CLMA has contracted with Trivue Productions to produce and distribute a five minute "Spotlight On" video educating consumers on the special benefits of GP lenses. The program will then be aired on USA local PBS stations over a 90 day period later this summer.

It is important the consumers who respond to the program be met with knowledgeable and positive feedback when they ask their eyecare professionals about GP lenses. The CLMA, through the GP Lens Institute, has educational tools and resources available to assist this goal. Please visit our website www.rgpli.org for ordering your professional copies. Most of our

resources are provided *complimentary* by the members of the CLMA. Please support these members when ordering your GP contact lenses.

Communicating Presbyopia Options CD

During April, production will commence on an educational media CD on successful methods of communicating presbyopic GP lenses to patients. Presbyopia represents the largest patient opportunity, but the communication techniques are applicable for all patient needs. Early summer is the targeted availability of the CD, which will compliment the



Presbyopia Communication Cards already available.

Watch for announcements in future newsletters, on our website www.rgpli.org, as well as from CLMA member laboratories, for availability.

2005 ASCRT Symposium

American Society of Corneal & Refractive Technologies

May 13-15, 2005

Scottsdale, Arizona

For more information:

www.crtsymposium.com



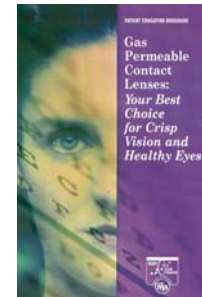
Pam's Perks

Am I too young for GP contact lenses?

I've been told I have astigmatism — is there a GP contact lens for me?

I think I am needing bifocals. What would you suggest? What options are available?

*These and other common questions are addressed in our companion brochures - **PATIENT EDUCATION BROCHURE** and our **GP CARE & HANDLING BROCHURE**.*



Order your complimentary copies from www.rgpli.org

National Eye Institute Research Opportunities

Barbara Anan Kogan
Article Incentive Grant Coordinator

“Investigator-initiated research grants are **the** mainstay of the NIH investment and, we need people with good ideas for clinical research,” encouraged National Eye Institute (NEI) Director/macular degeneration ophthalmologist researcher, Paul A. Sieving, MD, PhD. Find extramural (off the NEI Bethesda, Maryland campus) funding details at

www.nei.nih.gov/funding.

Calendar of Events

March 31 - April 1 GPLI/Ferris State College of Optometry Academic *Hands On* workshop for 3rd and 4th year students.

Guest Lecturer - Edward S. Bennett, OD, MSED

April 11 - 12 GPLI/New England College of Optometry Academic *Hands On* workshop for 3rd and 4th year students.

Guest Lecture - Thomas Quinn, OD

April 12 GPLI On Line Symposium
Fitting the Irregular Cornea
Joe Barr, OD, MS

www.rgpli.org

9:00 PM - 10:30 PM Eastern (USA) Time

May 7 GPLI/Ohio State College of Optometry Academic *Hands On* workshop for 3rd and 4th year students.

May 10 GPLI On Line Symposium
Corneal Reshaping Update
John Rinehart, OD

www.rgpli.org

9:00 PM - 10:30 PM Eastern (USA) Time

May 13 - 15 ASCRT Symposium
Scottsdale, Arizona
www.crtsymposium.com

May, 2005 Next issue of the electronic newsletter: ***CONTACTS***.....



Thinking about offering overnight orthokeratology to patients in your practice? Want to improve your contact lens corneal reshaping fitting skills? Interested in the latest research on this dynamic subject? Plus meet the world's experts on this subject up close and personal?

If so, plan on attending the 3rd Global Orthokeratology Symposium - July 28-31, 2005 in Chicago, Illinois, USA at the Hilton Palmer House Hotel.

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.

An exciting array of international free papers and scientific posters will also be presented describing the latest projects in this field from around the globe.

Plus, meet every prominent manufacturer in ortho-k lens designs, lens materials and topography.

Visit www.GOS2005.com for more information or to register (early discounted registration deadline is April 30, 2005) for the only meeting of its kind in the world.

The CLMA/GP Lens Institute is a **GOLD** level sponsor of this event and is funding the registration fees for one educator from each USA based optometric college / university to attend.

*****This issue is complete!!!!*****