



Which is Better “One” or Two”?



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The answer to this question is that most patients will never have the opportunity to answer this question assuming, of course, that “One” refers to soft lenses and “Two” refers to GPs.

One day before fitting my seven year old daughter, who is already moderately myopic, into GPs I experienced what some much more active clinicians experience on a regular basis, a soft toric patient visiting our clinic complaining of poor vision. Her prescription was highly astigmatic with little to no spherical component: a perfect GP candidate. This option had never been presented to her before.

There are two facts that are obvious here: 1) I’m speaking to the chorus on this issue and 2) somewhere either Trigger or Silver (*i.e.* a dead horse) is being beaten. Obviously, there is no easy answer and the CLMA addresses this issue on an ongoing basis, often through the programs and resources of the GP Lens Institute (GPLI). One new resource is intended to be an everyday guide to handle about every possible GP case

and issue a practitioner could encounter in practice. “GP Lens Case Grand Rounds Troubleshooting Guide” will be a comprehensive on line GP text which should be available on www.gpli.info in February, 2006. It will consist of 62 cases contributed by 30 GPLI Advisory members and contact lens educators. The topics include 13 categories (15 cases) pertaining to spherical lenses (*i.e.* young myopic patient; poor initial comfort; soft lens refit (vision); soft lens refit (eye health); dryness; poor initial vision; acquired reduction in vision; inferior decentration; superior decentration; lateral decentration; poor compliance and continuous wear); 6 categories (12 cases) pertaining to presbyopia (*i.e.* early presbyopia - current GP wearer; early presbyopia - non GP wearer; intermediate presbyopia - new wearer; intermediate presbyopia - previous soft or monovision wearer; advanced presbyopia - low lower lid; advanced presbyopia - normal lower lid position); 4 categories (8 cases), pertaining to high astigmatism (*i.e.* back toric design; bitoric empirical design; bitoric spherical power effect; bitoric cylinder power effect); 6 categories (12 cases) pertaining to keratoconus/irregular cornea (*i.e.* subclinical; early keratoconus; intermediate keratoconus; advanced

keratoconus; pellucid marginal degeneration; ocular trauma); 4 categories (9 cases) pertaining to post-surgical fitting (*i.e.* penetrating keratoplasty - low-to-medium cylinder; penetrating keratoplasty - high cylinder; post-LASIK; post-refractive surgery - non-LASIK); and 4 categories (6 cases) pertaining to corneal reshaping (*i.e.*, young progressive myopic patient; low myopia; intermediate myopia; moderate myopia).

Each case is approximately 4 pages in length and many will be accompanied by figures. In addition to the successful management of the patient will be a section on other recommended management options. A practitioner can be sitting in his examination room with a current - or potential - GP patient and quickly locate this type of case by accessing our (hopefully bookmarked) website under the title of the Case Grand Rounds Book.

We all recognize that confidence is a powerful factor in what lens is selected for a given patient, we also recognize that patients deserve a choice. This is not as simple as “Coke versus Pepsi”: this can be the difference between a patient being very satisfied with their





vision (for reading, school responsibilities, driving, etc) or being compromised as in the case presented earlier in which the patient was not given that choice.

Hopefully, this on line text will represent an important resource that will guide practitioners toward recognizing how valuable, how successful, how enjoyable and how easy GP lenses can be to fit in-office.

Pam's Perks -- What's New ???



Place your order NOW for the *Rx for Success - Building Your Practice with GP Bifocals and Multifocals* tool kit.

This Presbyopia GP Tool Kit can be ordered through the website www.gpli.info. Included in the kit is the CD which contains advice, GP options, expectations, choosing the right patient, marketing services, scripts, as well as actual copies of the Correcting Presbyopia laminated card, Presenting Presbyopia Options laminated cards for ECPs and staff, a reading card as well as a starter set of a dozen copies of our related patient brochure

Rx for Success
Building Your Practice with GP Bifocals and Multifocals

www.gpli.info

- Introduction
- Advice from GP Presbyopic Lens Fitters
 - About the Experts
- Presenting GP Presbyopic Options
 - Presenting Options Card for the ECP
- Setting Patient Expectations
- GP Presbyopic Lens Options
 - Choosing the Right Patient, Choosing the Right Lens
- GP Multifocal and Bifocal Fitting and Evaluation
- Marketing Contact Lens Services to Your Presbyopic Patients
- Professional Fee Calculator
- Handling Patient Telephone Inquiries
 - Scripts to Answer Patient Questions
 - Presenting Options Card for Staff
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- GP Lens Application and Removal
- Patient Brochure
- Patient Reading Card

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Can You Wear Contact Lenses if you're OVER 40???

The retail price for this "state of the art" *Rx for Success - Building Your Practice with GP Bifocals and Multifocals* tool kit is \$19.95 plus shipping.

This Presbyopia GP Tool Kit will be available for ordering through most CLMA member laboratories. Please contact them for promotional opportunities that may be offered.

For a complete listing of CLMA member laboratories, please visit the home page of www.gpli.info and take the link for the listing of GP manufacturing CLMA members.

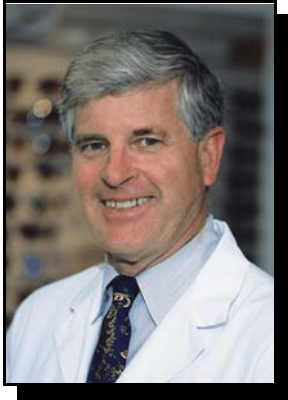
Offer your patients all choices for enhancing their visual health.

Latest technology and research shows that GP materials and designs can benefit your presbyopia patient. Contact your CLMA member laboratory to work with them on giving your patients what they deserve - the option of choice.

For all your educational resources available through the Gpli and your CLMA member laboratory, visit www.gpli.info. Most of our educational resources are available complimentary in limited quantities to help enhance the ease of fitting GP contact lenses and offering all choices of vision correction to your patients.



2005 GP Practitioner of the Year



Richard W. Baker, OD, FAAO

The CLMA honored some special people this year at their Annual Meeting and Exposition held in Las Vegas, NV November 3-5, 2005. Honorary Recognition went to Mike Wildman, Wildman Sales and Marketing Group and Pam Witham, Administrative Director of the CLMA; Trailblazers Award was presented to Alex Cannella of Polymer Technology Corporation and Ursula Lotzkat from WINK Productions received the Industry Enhancement Award.

It was an honor for me to present the CLMA GP Practitioner of the Year Award to Dr. Dick Baker. With a history of honoring some outstanding clinicians with exceptional expertise in fitting specialty GP lenses, this year's honoree takes a backseat to no one. He is the consummate

clinical-educator whose enthusiasm for his profession and for GP lenses continues to increase, even after 40 years of practice.

Dr. Baker is a graduate of the University of Southern California College of Pharmacy and the Southern California College of Optometry (SCCO). In 1965, he established a private practice in San Clemente, California and later purchased a private practice in Lafayette, California in which he currently practices with an emphasis in primary eye care and, of course, contact lenses. He previously served as a clinical professor at SCCO and currently serves in that capacity at the University of California-Berkeley College of Optometry where his knowledge of GP lenses and enthusiastic application of GPLI fitting resources has impacted an entire generation of future optometrists.

He is a member of the Board of Directors of the Pacific Laser Eye Center and in 1999 was provided the honor of "OD of the Year" from his regional optometric society. Of course, we are most indebted to him for his numerous contributions in the area of GP applications for the presbyopic patient. As a member of the GPLI Advisory Committee since its inception in 1996, he has authored six articles on GP multifocal and bifocal clinical applications through the GPLI Article Incentive Plan and his

annual GPLI on line symposium on this topic is always very informative and often the most well attended program of the year.

When I asked his wife of 23 years, Lynda Baker (Executive Vice President of Con-Cise Contact Lens) what makes Dick so special, she replied that it is his passion and enthusiasm, and how he will often donate his time - without compensation - to provide lectures and seminars to Berkeley optometry students on GP lenses. Perhaps the most important compliment I can give is: if we could clone Dr. Dick Baker, just think how successful the GP industry would be.

Edward S. Bennett, OD, MSEd
Executive Director, GPLI

The best of the holiday season from the GP Lens Institute:

Dr. Ed Bennett
Dr. Barbara Anan Kogan
Ms. Jane Beeman
Ms. Ursula Lotzkat
Mr. Ed Jenkins
Ms. Pam Witham

and from each CLMA member company.

Please support these members when ordering your custom manufactured contact lenses.