



# .....Contacts



## Preaching The Gospel

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With the large number of GP articles published on a monthly basis through the efforts of Dr. Barbara Anan Kogan (please contact her at [bakogan@mindspring.com](mailto:bakogan@mindspring.com) if you have an idea for a GP article), the many resources including the "Rx for Success" presbyopic correction CD produced by WINK Productions (Sue Connelly and Ursula Lotzkat) and the forthcoming on-line problem-solving book, and educational programs such as the monthly online symposia, my favorite GP Lens Institute program remains the one day educational grand rounds/workshop ("GP Lens Practice Today and Tomorrow") presented to all cornea and contact lens residents and hundreds of optometry students annually. Recently I performed this program at The Ohio State University College of Optometry. The 2 ½ hour grand rounds segment is always enjoyable and - whereas it focuses on a series of clinical cases, including a spherical GP patient, a corneal reshaping case, a bitoric sequence and aspheric

and segmented presbyopic cases - the focus of this program is still on communicating the CLMA/GPLI messages: 1) successful adaptation, 2) the ease of fitting, 3) how to incorporate GP lenses easily into your practice, 4) how important GP lenses are to your practice and 5) how to successfully manage the presbyopic patient. In preaching this gospel it is also important to be realistic and recognize the improvements made in the soft lens industry, notably the advances made in second and third generation silicone-hydrogel polymers. GP lenses should be positioned as an essential complement to silicone-hydrogel lenses; if you are going to be a contact lens practitioner, you have to fit both types to a large number of patients.

My most enjoyable segment of this program is the workshop. This program is a 2 ½ to 3 hour program that is held in the evening if the grand rounds program is given within the contact lens course or on the weekend. Of the 10 colleges we present this program to, at least 5

- 6 include it in their curriculum; several others - including Ohio State and Indiana University - have the program during the weekend but require their students to participate. We will divide the students into five groups and they will rotate through 5 stations (spherical/aspheric, bitoric, bifocal, keratoconus/post-surgical and corneal reshaping) where they will see 10-12 patients and this is the opportunity for our faculty at each station to discuss each case, have the patient explain why they have benefited from GP lenses, observe and possibly modify the fit, and discuss why GP lenses are important in these cases. In larger schools - such as OSU - we will have as many as 8 - 10 stations and divide the students into two groups. I can't emphasize enough that this is where the real learning occurs. At the bifocal station, the patients can discuss how their lives have changed via GP bi/multifocal lenses...often these are soft lens refits...we can discuss such factors as patient selection, fees, how many trial

sets to have, how to utilize the lab consultants, how to select the initial lens, and what would represent an optimum fitting relationship and problem-solving.

This is also a great opportunity for the students to ask questions and many of the OSU students did:

(1) Do you fit the emmetropic patient?

*“yes” although it is important to mention reading glasses to them initially; just as the 9 year old emerging myope who is fit into glasses later becomes the motivated 10 - 11 year old contact lens wearer, the emmetropic presbyopic may want to initially wear reading glasses and soon afterward may exhibit more motivation for contact lenses):*

(2) Do you use warranty programs?

*“Yes, especially in the early fits with any given design”):*

(3) How is the initial comfort?

*“Comfort is often better than spherical GPs due to a reduction in movement with the blink if these lenses are fitting properly”);*

(4) Do they need glasses?

*“I never promise them that glasses wear will not be necessary although most patients do not require them; I emphasize*

*that our goals are to satisfy their primary visual goals”):*

(5) What about the absolute presbyope who is often at the computer?

*“There are several good options including high add aspheric designs and segmented designs with an intermediate zone of aspheric back surface”):*

The workshops also present us with the opportunity to reinforce how easy it is to fit these lenses, how important it is to fit GP lenses in these cases and how you can build your practice and reward from use of these lenses.

**In this way, we preach the gospel that is, in fact, GP Lenses.**

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### GP Clinical Excellence Awards

The GP Contact Lens Clinical Excellence Award, chosen by the contact lens faculty at the respective universities / schools / colleges of Optometry in the USA, Canada and Puerto Rico were awarded to a 4<sup>th</sup> year student who had exhibited enthusiasm with their fitting skills and learning more about GP contact lens designs and materials in their clinical environments.

Each honoree received a wooden plaque with their name engraved on it as well as a diagnostic GP fitting set provided by a CLMA

member company. The award winners and the CLMA member company that sponsored this award are listed below.

New England College of  
Optometry

**William T. Alexander, OD**  
*ABB Optical, Inc.*

Pennsylvania College of  
Optometry

**Melissa Kuchar Richard, OD**  
*Lancaster Contact Lens, Inc.*

SUNY College of Optometry

**Kalindi Mukesh Desai, OD**  
*International Contact Lens  
Labs, Inc.*

NOVA Southeastern College of  
Optometry

**Hung Nguyen, OD**  
*Global Contact Lens, Inc.*

Southern College of Optometry

**Jennifer Pomeroy, OD**  
*ABBA Optical, Inc.*

UAB College of Optometry

**Jacob Ashton Ivey, OD**  
*ABBA Optical, Inc.*

Indiana University College of  
Optometry

**Zachary C. Short, OD**  
*American Contact Lens Service,  
Inc.*

Ohio State College of  
Optometry

**Ravaughn Williams, OD**  
*Corneal Design Corporation*

Illinois College of Optometry

**Catherine Soriano, OD**  
*Art Optical Contact Lens, Inc.*

Michigan College of Optometry

**Ashley Burzynski, OD**  
*Art Optical Contact Lens, Inc.*

UMSL College of Optometry

**Traci L. Hahn, OD**  
*Firestone Optics, Inc.*

NSU College of Optometry

**Chad Moore, OD**  
*Corneal Design Corporation*

University of Houston College  
of Optometry

**Brent Mixon, OD**  
*The Lifestyle GP Company,  
LLC*

Southern CA College of  
Optometry

**James Yi, OD**  
*Lens Dynamics, Inc.*

UC - Berkeley College of  
Optometry

**Julia Dellaria, OD**  
*Danker Laboratories, Inc.*

Pacific College of Optometry

**Daniel C. Howells, OD**  
*Opti-Con, Inc.*

Inter-American College of  
Optometry

**Anh Q. N. Nguyen, OD**  
*Valley Contax*

University of Montreal

**Marianne Lemay, OD**  
*Valley Contax*

University of Waterloo

**Mandy LaLonde, OD**  
*Valley Contax*

A special *Thank You* to the  
CLMA Button Manufacturing  
members that helped to support  
these awards:

Contamac US  
InnoVision  
The Lagado Corporation  
The LifeStyle Company  
Paragon Vision Sciences  
Polymer Technology Corp.  
Menicon America

## 2006-2007 USA - CL & Cornea Residents

◦ **August 25-27, 2006** »  
**University of Alabama at  
Birmingham College of  
Optometry**

Plans are being formalized to  
invite you to a weekend of  
specialized GP contact lens  
education and fitting and some  
fun! Our annual CL & Cornea  
Residents weekend will be held  
on the campus of the University  
of Alabama in Birmingham

This gathering of your peers will  
begin at 2 PM Friday afternoon  
and conclude Sunday. Noted  
industry experts will be available  
to enhance your education and  
patients are being lined up for  
actual "hands on" fitting of GP  
contact lenses. The Residents  
will be contacted as to their  
travel arrangements,  
accommodations and a schedule  
of events. If you are the newly  
accepted CL & Cornea Resident  
at the USA based optometric  
college or university and have  
not received your invitation,  
please contact the GP Lens  
Institute at [rgpli@aol.com](mailto:rgpli@aol.com). This  
educational weekend is fully  
funded and supported by the  
membership of the Contact Lens  
Manufacturers Association  
(CLMA).



What To Do?

I want good clear visual acuity

I want to wear comfortable  
lenses

Would you convince this patient  
to try GP contact lenses?

Have you convinced yourself to offer GP contact lenses in your eyecare practice?

What type of patient makes a good GP contact lens wearer?

How much would I charge for a bifocal contact lens fit?

Is my staff encouraging patients to try GP contact lenses?

What about my "on hold" message on the phone.

What can I do?

Go to [www.gpli.info](http://www.gpli.info) and order the Rx for Success - the Presbyopia Tool Kit. For \$19.95 you can order the complete kit that includes the CD - Rx for Success, laminated cards of:

Correcting Presbyopia  
Communicating Options  
Practitioner  
Staff

A dozen copies of the brochure - Can I wear contact lenses if I am over **40?**, and a reading chart devoted to the benefits of GP contact lenses with examples of newspaper print, musical scores and other sized printed materials.

You may also contact your CLMA member company for special offers they have in providing the Rx for Success - the Presbyopia Tool Kit.

**It is worth your time!**

For a complete listing of all educational resources available on GP contact lenses, visit the website [www.gpli.info](http://www.gpli.info) and take the link for educational resources. Most of our educational resources are available **complimentary** through the support of the member companies of the CLMA. Shipment of most orders occur within 24 hours.

### Upcoming On Line Symposia

Join your peers, friends and industry experts as the dialogue continues the 2<sup>nd</sup> Tuesday of each month except for the month of December. From the comforts of your own computer, log on to our website [www.gpli.info](http://www.gpli.info) and take the link for joining the symposium. Beginning at 9:00 PM Eastern USA Time Zone and concluding at 10:30 PM, the first hour is devoted to the topic at hand, and the last ½ hour opened up to any GP contact lens question on fitting, materials, sets, options you might have.

Upcoming dates and topics and experts chosen to lead the discussion are as follows. Dr. Ed Bennett, Executive Director of the GP Lens Institute serves as moderator each month.

7/11 - GP Problem-Solving  
*Dr. Robert Grohe*  
*Dr. Jon Kendall*  
*Dr. Ken Maller*

8/8 - Post Surgical GP Contact Lens Fitting and Problem-Solving

*Dr. Bruce Anderson*  
*Dr. Robert Maynard*

9/12 - Corneal Reshaping and Young People

*Dr. Marjorie Rah*  
*Dr. Jeff Walline*

10/10 - Pearls for Making a GP Patient Comfortable

*Dr. Tom Quinn*  
*Dr. Brad Giedd*

11/14 - Incorporating GP Multifocals into Your Practice

*Dr. Doug Benoit*

### Spotlight On....Vision

The PBS - USA - stations broadcast on the benefits of contact lenses is now available for download and viewing from our website:

[www.contactlenses.org](http://www.contactlenses.org)

Show your patients this 4-6 minute mini-documentary. Encourage them to invest in GP custom manufactured contact lenses

**We'll give your patients  
FITS!**

The next issue of the GPLI's  
**CONTACTS** - July/August 06.